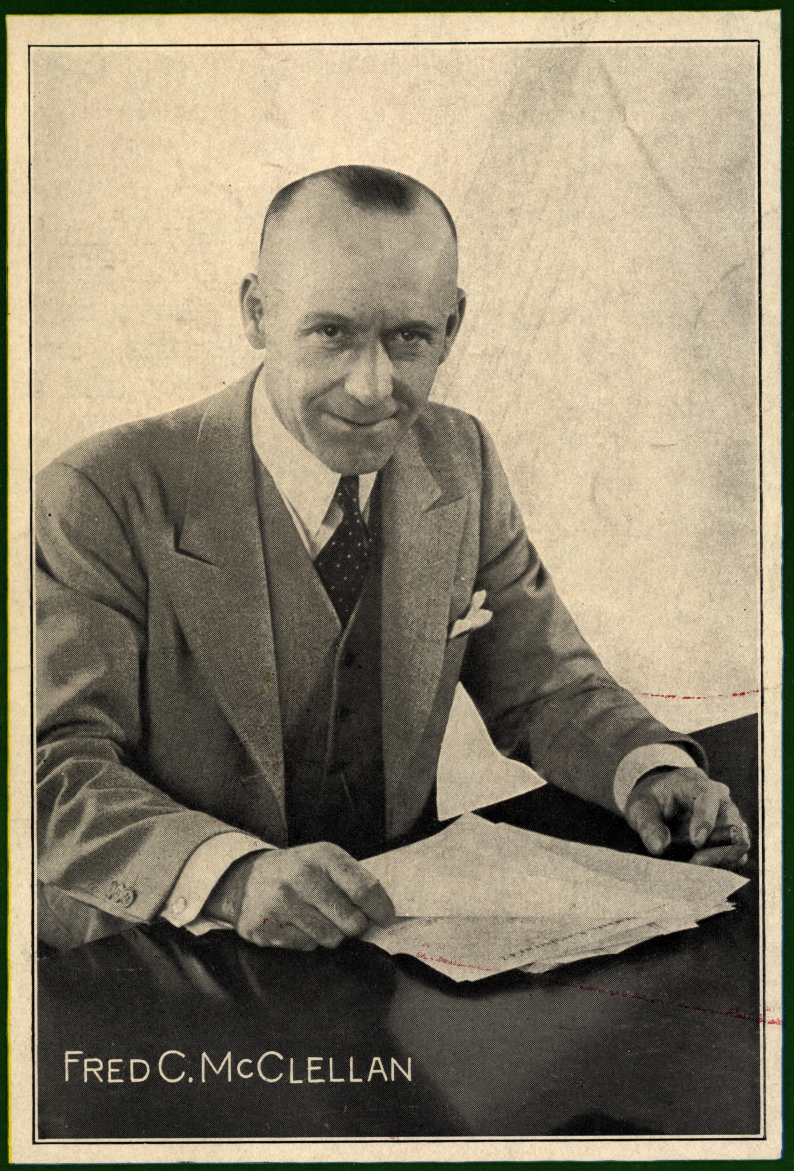
THE Pacific Coin Machine Review

VOL. 2 — *The News Magazine of the Coin Machine Industry* — No. 3



FRED C. McCLELLAN

September 1934

STOP-LOOO
SIG

Designed by HARRY WILLIAMS,

NOW BEING
BALLY

Bally Manufacturing Company takes great pride in announcing that we have been successful in securing the exclusive manufacturing and sales rights for

SIGNAL

from Harry Williams of the Automatic Amusements Company in Los Angeles.

SIGNAL

is the most brilliant addition to Bally's long list of successful games.

◆

$59.50 F. O. B. Chicago
1/3 With Order
Balance C. O. D.

BALLY MANU

4619 Ravenwood Avenue

K - LISTEN

NAL

Originator of CONTACT

MANUFACTURED BY

MFG. CO.

Action Galore!

9 SIGNALS

Raise and Lower by the Movement of One Ball

9 BALLS CAN ADVANCE AT ONCE

SIGNAL IS A PROVEN WINNER

Over 2000 **Signals** Manufactured by Harry Williams on Location in Los Angeles

Signal Is Fool Proof!!

Signal Now Being Manufactured in Two Sizes
SENIOR, 22x46—JUNIOR, 19x39
Wire Your Order Now!

SPECIFICATIONS

- MOST BEAUTIFUL TWO-TONED INLAID WOOD CABINET.
- VISIBLE COIN CHUTE.
- FINEST PLUNGER OBTAINABLE.
- POSITIVE BALL LIFT.
- NEW ANTI-TILT.
- LEG ADJUSTERS WITH LOCK NUT FEATURE.

FACTURING CO.

CHICAGO, ILLINOIS

The Game Without a Bug— —

SIGNAL

By HARRY WILLIAMS, *Originator and Inventor of* CONTACT

The Most Consistent Moneymaker Since CONTACT

Here's What Prominent Coast Operators Think of SIGNAL

"Referring to your question as to how well we liked the "SIGNAL," we can assure you of the following. We were a bit skeptical when we placed our first sample machine on location. After watching its operation for a week we placed an order for 5 more "SIGNAL" machines and since then we have ordered another 5, which are now on location. The game is all you claim it is. Has player appeal, promotes play and is as perfect mechanically as any of the seventy different makes of machines which we have in operation. Be advised that we are going to place another order of "SIGNALS" in the next few days."—(Signed) R. A. Talbert, Fresno, Calif.

"I operate quite a variety of popular marble machines, and when the SIGNAL was placed on the market I purchased 5. The game proved so successful on location, after giving the above games a trial of ten days, that I immediately purchased ten additional games. I now have 22 of your games, and can truthfully state that after operating them over a period of more than 30 days, I have increased my receipts more than 60%."—(Signed) Chas. Robinson, Los Angeles.

"We are so impressed with your SIGNAL, both from NON-MECHANICAL defect standpoint, as well as a tremendous REVENUE booster, that we take this opportunity in expressing to you our confidence in this game."—(Signed) Hambro Bros., Los Angeles.

"Your SIGNAL game has more than surprised me. I have several of your games in locations with other popular games, one of which is supposed to be outstanding, and with all this competition, SIGNAL truly gets the play. As for repair calls, the gasoline companies would go broke if they depended on me to buy gasoline for my car to make repair calls on SIGNAL. Need I say any more?"—(Signed) Rube Shiffman, Los Angeles.

Immediate Deliveries

OPERATORS AND JOBBERS — Order your games direct from us. Shipments made same day order is received.

Exclusive Coast Distributors (Except L. A. County)

MOHR BROTHERS

2916 WEST PICO STREET

LOS ANGELES, CALIFORNIA

Two Phones: ROchester-8924, REpublic-9470

Automatic Amusements Company

MANUFACTURERS AND JOBBERS EXCLUSIVELY

VENDING and AMUSEMENT MACHINES

AA C

ALWAYS SHOWING SOMETHING NEW

EXposition 0833

2534 WEST PICO STREET, LOS ANGELES, CALIFORNIA

September 1, 1934.

TO OPERATORS & JOBBERS:

Several Eastern manufacturers have been negotiating with our firm for the manufacture and national sales rights for our game "SIGNAL." After very careful consideration we agreed to let the Bally Manufacturing Co. have the manufacturing and national sales rights. We feel that they will not only keep up the standard of good workmanship which we have maintained throughout the manufacture of "Signal" but will be able to supply the tremendous demand much faster than we, had we continued in our manufacturing of "Signal."

We have retained the right, however, to complete the balance of machines now in the course of construction, these have all been purchased by the Mohr Brothers concern, 2916 W. Pico, Los Angeles, for Pacific Coast distribution. We suggest that all operators and jobbers who have not yet ordered their "Signal" get in touch with them as there is a limited quantity available.

There shall be no change in the construction of the Bally-made forty-six inch "Signal," it will be just like the present "Signal." However, Bally Manufacturing Co. will produce a thirty-nine inch "Signal" in conjunction with the forty-six inch "Signal."

We want to thank all operators and jobbers who have been using the various machines that have originated from our workshop.

Sincerely yours,
AUTOMATIC AMUSEMENT COMPANY

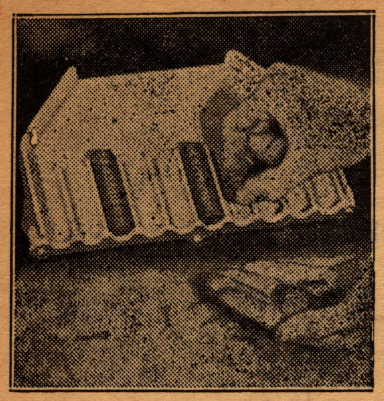
Harry Williams

HW:MP

HARRY WILLIAMS.

ORIGINATORS OF
ADVANCE • CONTACT • SIGNAL

Coin Counters



Penny Size counts **10c to $5**
Nickel Size " **50c to $12**
Price. **$1.75** each, postpaid

Tubular and Flat Coin Wrappers

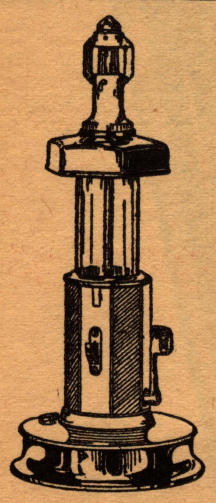
Penny or Nickel Size
$1.00 per 1000, postpaid

Collection Record Books

5¢ each—
Free Sample on Request

We Have Everything for the Operator

GOOD LOCKS	GLASS GLOBES
COIN SLOTS	Wall BRACKETS
PLUNGERS	CANDY
BALL GUM	PEANUTS
PRIZE GUM	Etc.



Filling Station for Pocket Lighters

FOOL PROOF! LEAK PROOF! FIRE PROOF!

STEADY, CERTAIN INCOME ALL YEAR AROUND

OPERATES ON PENNY

FINEST, MOST RELIABLE AND BEST-BUILT FILLING STATION EVER PRODUCED!

18 Inches in Height
Weighs 5 Pounds
Finished in Rich Duco
Equipped With Vacuum Cup Feet

Home Run

HERE IT IS BOYS!! "THE HOME RUN"

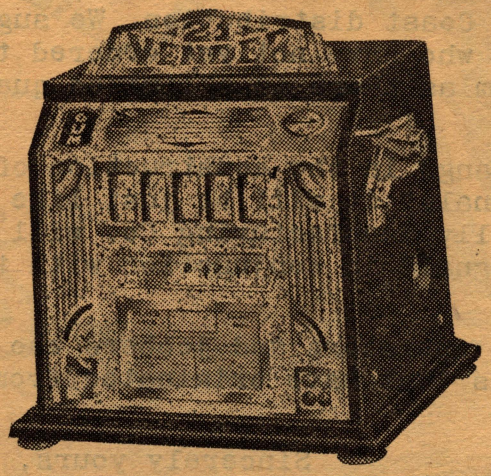
The Last Word in Pin Games

It is full of Action, Thrills and Suspense. It is the most skillful game offered to the public. You can make a 3-bagger, 2-bagger and single. You can actually see the balls run from one base to another until they come home. The game does not stop until you have played 10 balls, and boy! it keeps you right on your toes until the last ball is played!!

Get busy and be the first one in your territory! It's a Go-Getter!

IMMEDIATE DELIVERIES

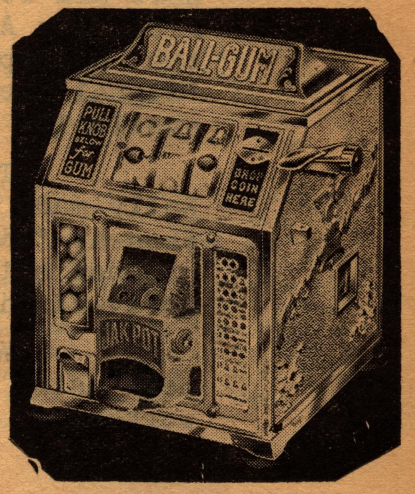
SIZE: 24" x 48"



The Two Leading Counter Machines

Trouble-Free Operation

Distributed Exclusively
BY US
in
Northern California, Oregon, Idaho, Utah and Nevada



"21" VENDER BLACKJACK

5-REEL CARD MACHINE with CONTROLLED PAY-OUT

Greatest Sensation in Years!

DANDY BALL-GUM VENDER

Convertible from Jackpot to Plain Vender Model

WANTED:

Jobbers and Representatives to Handle Our Lines in Oregon, Idaho, Utah and Nevada.

VIKING SPECIALTY COMPANY

Distributors and Jobbers Exclusively

Our Fifth Year
At This Address

632 POLK STREET -:- SAN FRANCISCO

Einar Wilslev
Manager

All Machines and Merchandise Warehoused in San Francisco

Paul W. Blackford
Editor and Publisher

THE Pacific Coin Machine Review

Publication Office
1029 W. Washington Blvd.
Los Angeles
Telephone PRospect 8025

25c PER COPY ONE YEAR — ONE DOLLAR

Published at Los Angeles, California, during the first week of each month for distribution to every operator of coin controlled equipment in the eleven states west of the Rocky Mountains.

Code Group Rescinds Act

CHICAGO — A misunderstanding between the Groetchen Tool & Manufacturing Company and the manufacturers of the HIT ME machine has been adjusted, as indicated by the following letter dated Aug. 24, 1934, addressed to Pierce Tool & Mfg. Co.

"At the Code Authority meeting held in Chicago yesterday a letter from Groetchen Tool & Manufacturing Company was presented suggesting that its complaint against your company of Code violation be not forwarded to Washington.

"In view of this letter, the Code Authority voted to rescind its previous action and to file the complaint as adjusted.

"Very truly yours,
(Signed) "C. S. DARLING,
"Seeretary."

•

Credit Bureau Receives Praise

CHICAGO—Manufacturers who are making use of the Credit Bureau Service recently started by the National Association of Coin-Operated Machine Manufacturers have been high in their praise of this new service. One manufacturer has said that it is the best collective activity which the industry has ever undertaken.

Two Credit Reports of current credit experience for the month of June were issued to subscribers to the service during July, and Mr. Darling, the Association secretary, announces that a third report has just been mailed to subscribers containing 639 names reported by manufacturers to the Bureau.

L. B. Operators Organize Group

LONG BEACH — The operators in Long Beach met Tuesday night, August 21, at the Long Beach Coin Machine Exchange and formed an association called the "Long Beach Amusement Games Association."

Mr. Murphy of the Long Beach Police Department advised how to conduct and operate machines here in Long Beach in co-operation with the Long Beach Police Department. Through the efforts of Chief of Police, Mr. McClelland, the operators are going to co-operate one hundred per cent.

The association was organized following the address. The Board of Directors elected were C. J. Eshleman, Lloyd Barnes, Jos. Richarme, W. E. Ross, C. C. Griggs, Ted Lawrence and Harry Barnes. A five dollar annual fee per operator was set with a possibility of later changing it to ten cents per month per machine.

The Board of Directors met and elected officers as follows: Ted Lawrence, president; Joe Richarme, secretary-treasurer; C. J. Eshleman, vice-president.

The first meeting was a huge success. The association probably will meet monthly.

•

Spokane Profits On Machine Tax

SPOKANE—Chance machines are licensed under an ordinance recently passed in Spokane, and already the fees received have been well over $3,000.

There are nearly 700 licensed slot machines in the city, states Ralph Harper, license inspector, and for every machine licensed by the city there is a tag showing that the license has been paid.

The MIDGET
CIGARETTE VENDING HUMIDOR

Red Hot

Just Out! Act Quick!

Big Returns on Small Investment. Vends a Fresh Cigarette for One Penny. The Biggest Little Money Maker in the World.

Get Started at Once. See Us.
TODAY!

Western Vending Machine Co.
1511-13 W. Pico St.
Los Angeles, California

Bally Gets SIGNAL Manufacturing Rights

LOS ANGELES—Due to the tremendous demand for his new sensation, SIGNAL, a demand which he estimates will call for at least 500 machines daily for the next 60 days, Harry Williams of the Automatic Amusement Company has turned over the entire manufacture and distribution of SIGNAL to the Bally Manufacturing Company.

Tools and dies are being rushed to Chicago by air express, and a large part of Bally's three-story plant is being prepared for immediate full production on SIGNAL. Jobbers' sample machine will be shipped Sept. 4 and volume shipments will begin Sept. 6.

Mr. Williams is known throughout the coin machine industry as the inventor of CONTACT, and his many friends in the field are confident that in SIGNAL he has produced an even greater hit. More than 1,000 SIGNAL machines are said to be in operation in the city of Los Angeles alone, and from all reports the machine is rapidly sweeping up and down the West Coast and beginning to invade other parts of the country, as operators hear of its phenomenal success on location.

SIGNAL is described as the last word in automatic progressive score machines. As many as nine balls are advanced to higher scores at one and the same time. Each advance is signalled, not only by a bell, but by miniature semaphores, nine of which flash up and down in succession when the advance hole is hit. This amazing action is all accomplished by the movement of one ball. In addition to the advance hole, the playing field contains three separate skill holes, placed to bring out the utmost in skill and suspense. In spite of the marvelous action, the SIGNAL mechanism is said to be extremely simple and fool-proof. This statement seems to be borne out in the fact that, although over 1,000 machines are already on location, many of them for a period of three weeks, no case of mechanical difficulty has been reported. The SIGNAL cabinet, one of remarkable beauty, is the new intermediate size, with a larger, wider, roomier playing field permitting the utmost action.

Mr. Williams is to be congratulated on his choice in selecting Bally to build and market his new winner. With Bally's large manufacturing facilities and widespread jobber set-up, he is assured of the volume he most certainly deserves.

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Review Only Picture Paper

The Pacific Coin Machine Review is the only coin machine publication in the United States giving operators picture coverage of outstanding personalities, news and feature material in the columns of its papers.

All publications are supplied with publicity pictures but The Review goes beyond these limited bounds and each month presents to you pictures of outstanding interest to operators throughout the west.

Purchase Fleet of Trucks

LOS ANGELES — Mohr Brothers, distributors and jobbers of marble amusement games, located at 2916 West Pico Street, Los Angeles, inform us they have purchased a fleet of light panel trucks for the sole purpose of putting in effect their "personal contact campaign," by covering the outlying territory extensively. "We are in a legitimate business," state Mohr Brothers. "The tobacco salesmen and the grocery salesmen, personally call on their clientele to display their wares; why shouldn't the operator be allowed the same privilege, instead of being forced to buy blind, because he is handicapped in not being able personally to come to the market. We are going to carry a complete line of samples, and let the operator select the game that he feels is best suited for his immediate territory.

The 2nd Annual
FALL SPECIAL
OF THE
REVIEW
GOES TO PRESS
OCTOBER 1

✦

All Copy and Cuts Must Reach Us By That Date

Exhibit Uses New Type Assembly

CHICAGO. — The Exhibit Supply Co. has inaugurated a new type of assembly of pin games that speeds up production. A giant automatic wheel is used with about 20 men at work on games. A signal bell rings at intervals and the wheel automatically turns to pass the games progressively forward for each step in the assembly line. Each man does his bit as the machine is placed in front of him.

"PARADE OF THE SOLDIERS"

FIFTY THOUSAND LEGIONNAIRES, their families and friends "invade" San Francisco August 18th to 23rd, 1934, and completely "take" the city.

ABOVE ACTUAL PHOTOGRAPH OF PACE "COMETS" INSTALLED ROOF GARDEN, WHITCOMB HOTEL, SAN FRANCISCO, DURING AMERICAN LEGION CONVENTION BY ONE OF SAN FRANCISCO'S LARGEST OPERATORS. Handles on these machines "pumped" almost continuously 24 hours per day for five days—given real test—they stood up 100% in every respect—not a machine required servicing during this strenuous "work-out."

NEW "1935" PACE COMET

BELLS .....1c, 5c, 10c, 25c and 50c
VENDERS.....1c, 5c and 10c

Supreme for Every Location

Outstanding, Superior and Exclusive "1935" Features:

NEW HYDRAULIC ESCALATOR—shows 4 coins at all times—increases total play 100% per minute—now fastest operating machine on market.

NEW STYLE CHECK AND COIN SEPARATOR—machine converted from money to check play or vice versa by simply removing or inserting small screw—2 machines in one.

NEW STYLE CABINET—decidedly attractive, modernistic and distinctive in appearance.

MECHANISM has been silenced and improved thruout—too many improvements incorporated to list here.

ORDER OUT A SAMPLE OF THE NEW "1935" COMET and be convinced by actual trial that it is the best machine money can buy. *All* PACE MACHINES *sold on money-back guarantee.* Our prices defy competition!

Pace Manufacturing Co., Inc.

H. R. MASER, *Manager*—Pacific Coast Office
1182 Market Street San Francisco, Calif.

Only source of supply of Pace products on the West Coast. PACIFIC COAST OPERATORS—deal directly with the factory by doing business wiht their San Francisco office.

The Evolution of An Idea

When Game Was Only Plan

Above are pictured Jim Reed, left, foreman of the plants of the Pacific Amusement Mfg. Co., going over plans with Bon MacDougall, assistant manager of the firm.

Customer: Why do you keep telling me all these horrible murder stories?

Barber: Well, you see, I find they help me a lot by making your hair stand on end.

"Where'd you get the black eye?"

"I kissed the bride."

"But I thought that was customary."

"Well—not two months after the ceremony, it isn't."

CONGRATULATIONS

—to—

Pacific Amusement Mfg. Co.

— ON —

MAJOR LEAGUE

✦

We are proud to have played a part in the construction of this fine game.

✦

- CHROMIUM PLATING
- PLUNGERS
- CAST PARTS FOR COIN MACHINES OF ALL KINDS

"Let us figure on your requirements"

U. S. Plating & Foundry Company

1650 Long Beach Ave.

Los Angeles PRospect 0523

It was in 1874 that the first patents on pin games were issued. Records do not exist that prove there was any great interest in marble or pin games prior to 1929.

During 1929 when the first coin operated modern pin games were produced, they were received with varying opinions. So called "old timers" in the coin machine business were loudest in declaring that the pin game was a fad that would die quickly. No one in the coin machine business took it seriously so it remained for new manufacturers with keener foresight to give the public what they wanted. Hundreds of small manufacturers sprung up seemingly over night. Hundreds of pin games of all types and designs flooded the market. These first games were, with few exceptions, of a most simple type. It was their simplicity that encouraged the many to become manufacturers. Then came the point of diminishing returns. Inasmuch as most of these games followed the same simple principle of each other, the market became flooded. The inexperienced manufacturer finally gave up, and once more the coin machine business settled down to regular routine.

All this proved conclusively that the proper kind of pin game was not a fad but a necessity much in demand by the public. The storekeeper needed the pin game because it was a new and needed source of big income. Where the inexperienced manufacturer left off the established coin machine manufacturers carried on. They brought out new games of outstanding quality and precision, and thousands upon thousands of games were sold. The pin game is today as much a part of our national life as baseball, football, golf, bridge, etc. While the games of the past were toy-like in some of their constructions, the games of today follow a new trend of quality, precision, and the arrangement of the playing fields are designed with a true knowledge of mass appeal.

No one is more responsible for the present trend of game construction than Fred C. McClellan. In his game CONTACT, he surprised more experienced coin machine men by making CONTACT the outstanding game success of the time. In marketing CONTACT, Mr. McClellan proved that he knew what the public wanted! CONTACT was not readily accepted. Operators and jobbers who first looked at it could not realize that CONTACT was a game with inbuilt player appeal. Mr. McClellan knew he was right. He had proven to himself that CONTACT was a money-maker, and the whole world testifies today that his commercial courage and foresight were justified. The Pacific Amusement Manufacturing Company's phenomenal success is the talk of the industry today.

Every game that Fred C. McClellan has marketed has been a success and a money-maker for its user. MASTERPIECE, METROPOLITAN and CONTACT were all games that returned their first cost quickly and continued to hold locations against everything the market offered. Even at this late date these games are remarkable money-makers.

And now Pacific Amusement Manufacturing Company has brought out MAJOR LEAGUE. It is the sensation of the coin machine field! Absolutely the king of automatic entertainers. Fred C. McClellan again sets a new pace and a new construction trend for other manufacturers to follow. Where others have been satisfied to follow the lines of least resistance in bringing out new games, operators have come to realize that games produced by Pacific Amusement Manufacturing Company are offered for national sales only after they have been proven on location.

It has been Mr. McClellan's policy to bring out a new game only when there was a need for such a game. MAJOR LEAGUE could have been offered for sale four months ago. Thousands of them would have been sold, but whether or not the operator would have made money would have been in doubt. Now, after one hundred games have been tested on location for over ninety days, MAJOR LEAGUE is **proven.** From both a mechanical and profit making standpoint, MAJOR LEAGUE has withstood every test. The Los Angeles factory of Pacific started in July turning out hundreds of MAJOR LEAGUE games. The Chicago factory started production August 27th. Operators know MAJOR LEAGUE **will** make money for them and are showing their confidence in MAJOR LEAGUE by swamping both factories with orders.

One large distributor of pin games recently said, "I am becoming more and more convinced that Pacific is about the only manufacturer that is conducting their business with the good of the operator in mind."

And so we have the evolution of an idea and the creation of an ideal. Mr. McClellan has created a tremendous business because he has built his manufacturing and sales policy on the theory that if operators made money with his products they would buy more of them.

"I will never make a game just to have something to unload upon operators," said Mr. McClellan. "Operators are going broke because the games they have been obliged to buy have been good for only a week or so. In many instances the operator did not get even his investment out of the game before it was dead. If I am to sell games to operators, the operators must have money to buy them. Therefore, my games must make money to keep me in business," continued Mr. McClellan.

That this policy is sound can best be judged by the tremendous growth of the Pacific Amusement Manufacturing Company. Operators know that when they operate MAJOR LEAGUE they will get back the cost of the machine in just a few days and that from then on, for months to come, MAJOR LEAGUE will be a safe and sound continuous source of income for them.

In 1874 pin games were just an idea. From that idea evolved Mr. Fred C. McClellan, Pacific Amusement Manufacturing Company, and MAJOR LEAGUE. Truly a triple threat to any depression!

●

"Smitty"

OUR GAL NELL

It is safe to say that every operator who visits the Los Angeles branch of the Pacific Amusement Distributing Company is completely NUTS about "Smitty."

Miss Smith is Mr. Herb McClellan's private secretary, prominent in social, amateur theatrical and church events.

●

Gus and Ole, at a northern fishing resort, hired a hotel boat and found great fishing at a certain spot in the nearby lake. So they decided to mark the place and come back for more sport after lunch. At the dock Gus said to Ole:

"Ole did you mark the place?"

"Yah," said Ole, "Ay put chalk mark on side of boat."

"Are you dumb!" exclaimed Gus. "Maybe ve don't get same boat after lunch!"

• **Manufacturers whose products have helped to make MAJOR LEAGUE America's most sensational action game, and a worthy successor of CONTACT.**

Soreng-Manegold Company
Chicago, Ill.

Standard Felt Corp.
Los Angeles, Calif.

Advance Electric Company
Los Angeles, Calif.

Chicago Lock Company
Chicago, Ill.

Illinois Lock Co.
Chicago, Ill.

A. B. T. Mfg. Co.
Los Angeles, Calif.

Rollins Mfg Co.
Los Angeles, Calif.

Fiberboard Products, Inc
Los Angeles, Calif.

Wheat Cabinet Company
Los Angeles, Calif.

U. S. Plating Co.
Los Angeles, Calif.

General Can Co.
Los Angeles, Calif.

Kennedy Name Plate Co.
Los Angeles, Calif.

Golden State Glass Co.
Los Angeles, Calif.

Pacific Metals
Los Angeles, Calif.

Hollister Coil Spring Company
Los Angeles, Calif.

National Carbon Company
Los Angeles, Calif.

Thomas-Smith Co.
Canton, Ohio

Ducommun Hardware
Los Angeles, Calif.

Neu-Bart Stamping and Plating Co.
Los Angeles, Calif.

Member
C. M. M. A.

Member Los Angeles
Chamber of Commerce

PACIFIC AMUSEMENT MANUFACTURING CO.

FRED C. McCLELLAN
President

August 22, 1934

Mr. Paul Blackford, Editor
Pacific Coin Machine Review
1029 West Washington
Los Angeles, Calif.

Dear Mr. Blackford:

In reviewing the success of MAJOR LEAGUE, we cannot lose sight of the fact that more than one man's hopes and qualifications went into the production of this outstanding success.

So, in acknowledging the overwhelming support that jobbers and operators are giving our new game, we wish, at this time, to give credit to every individual or concern who is cooperating with us, and we know of no better way to express our appreciation than thru your columns.

It is time that operators and jobbers become acquainted with the unseen factors of this business. It is not enough that the originator of a game gets credit for his work. There is a limit to one man's ability, and it is only by cooperation and the combination of ideas and resources that successful money-making games like MAJOR LEAGUE are put over.

We wish, at this time, to express our appreciation to the concerns whose names appear at the left, and whose products and ideas went into the production of MAJOR LEAGUE. For, after all, operators and jobbers do not support a manufacturer for themselves alone. Their products must be successful. We believe that MAJOR LEAGUE will be a very successful game, and will hold the public's eye, paying big dividends to jobbers and operators.

We also, at this time, want to convey our sincere thanks to you personally, as your publication has played, and is playing, no small part in our success.

Very sincerely yours,

PACIFIC AMUSEMENT DIST. CO., INC.
H. McClellan, Manager
B. MacDougall, Asst. Manager

Cub Stars Applaud Major League

Chicago Club star players get a wallop out of playing MAJOR LEAGUE. So much so that when the team made a trip to New York recently a MAJOR LEAGUE game went along in the recreation car and occupied a favored spot in the hotel suite of the boys. In the picture, from left to right, are Gabby Hartnett, Woody English, Billy Herman, Guy Bush, Chuck Klein and Manager Charlie Grimm.

Ball Players Endorsements Aid Major League Popularity

LOS ANGELES.—"People who have heretofore evidenced little or no interest in marble games have become eager enthusiasts of MAJOR LEAGUE," says Fred C. McClellan, President of Pacific Amusement Mfg. Company.

"Everyone wants to play the game that 'Chuck' Klein, the National League leading slugger, officially endorsed. The exciting and unusual action of the marbles actually running the bases keeps them gasping. Never before has there been a game as marvelous as MAJOR LEAGUE.

"The thrill of playing the game itself is so great that skill awards are considered by many players as secondary. Locations that have been noted as poor locations for other types of games prove sensations with MAJOR LEAGUE.

"As one of our jobbers wired us, 'MAJOR LEAGUE is creating a new era of prosperity for operators.'

"MAJOR LEAGUE will be good now and all the time because while it is a real baseball game it is, in addition two games in one. Two mechanically perfect, location tested, proven money makers.

"It is hard to believe the tremendous earning power of MAJOR LEAGUE. Our Coast operators who were fortunate enough to get early deliveries can tell you that anything I might say about MAJOR LEAGUE is mild compared to the actual results achieved on location."

•

Fat Lady (to salesgirl): "I would like to see a suit of underwear to fit me."

Salesgirl: "My Gawd, so would I."

Grant Major League Patent

Word has just been received from the United States patent office in Washington, D. C., that patent number 1973820, covering MAJOR LEAGUE, has been issued to the Pacific Amusement Manufacturing Co.

•

Wire Flashes

From the North and the South and the East and the West come reports that MAJOR LEAGUE is a sensation.

Dallas, Texas, August 7. Will take every MAJOR LEAGUE you can ship this part of the country for next 90 days.

—E. E. Reynolds.

Shreveport, La.: I am depending on you shipping me same day and same number of MAJOR LEAGUES as you do Reynolds.

—Louisiana Distributing Co.

Seattle, Washington: Northwest sales run approximately five hundred stop Operators enthusiastic stop Proof of pudding in cash box.

—Al Gustafson.

San Francisco, Calif.: Jobbers wild about MAJOR LEAGUE. Need hundreds more. —J. C. McClellan.

Salt Lake City, Utah.: Operators state MAJOR LEAGUE standout and peer of all pin tables. Need one hundred games at once. Rush Arrowhead truck line.—Yellowstone Specialty.

Herb McClellan Pamco Pacific Coast Manager

The manager of the Los Angeles branch, Mr. Herbert McClellan, better known as Herb, was formerly in the hotel business, first getting into the pin table game as an operator in Portland.

Herb, while a brother of Fred, started completely independent of his brother's company. His success as an operator was so phenomenal that Fred offered him a position as manager of the San Francisco branch of PAMCO.

Mr. Herbert McClellan introduced CONTACT to the Bay District in January, 1934—under the toughest kind of opposition—and put it over. When Fred decided to open a manufacturing plant in Chicago, it was a logical move to transfer Herb to Los Angeles as general manager of Pacific Coast branches.

Under Mr. Herbert McClellan's management, the Pacific Amusement Company has forged consistently ahead, largely due to his untiring efforts and inborn Scotch integrity. He is well liked by all branches of the industry.

Mr. McClellan states that it is most gratifying to know the strides the pin game business has taken. It has attracted people from all walks of life, and has been lifted from the "racketeer term" to a legitimate business, and is endorsed by the Retail Druggist Association, and all merchants collectively. The operators are in a real, clean, money-making business. Keep it that way and it will keep you.

Mr. Herbert McClellan started in the pin game business in a very unusual way. In Portland, in the fall of 1930, Mrs. Jessie McClellan, his mother, and he owned and managed

HERBERT McCLELLAN
Manager of the Los Angeles Plant of the Pacific Amusement Mfg. Co.

three hotels in the city.

One night a strange fellow registered at one of their downtown hotels, remaining several days. One day he brought in a popular type pin game and placed it in the lobby of their hotel. That night, when he decided to check out, he discovered he had no money. Apparently he was in a hurry to go places, so he turned this game over to Mr. McClellan as payment for his bill.

Mr| McClellan was not familiar with the pin game business and was quite puzzled what to do with it, as he understood the game could not be operated with a skill award. He went to a druggist friend of his, endeavoring to get some advice. The druggist told him to bring the game right in as he had heard about those games, and knew what to do with them—so in it went with a score card on it. It was but a very few days until Mr. McClellan burned the wires to Chicago ordering fifteen more of these games.

From there on he disposed of his hotels, and really started making money—operating games. He worked through Portland, eastern Oregon, the entire state of Idaho and part of Utah.

In December, 1933, he entered into a deal with the Yellowstone Specialty Company, selling out his complete business, and immediately went to San Francisco and opened up a distributing office for Mr. Fred C. McClellan, who, at that time, was just getting under way really producing CONTACTS.

Fred's business was growing so fast that he decided his brother, Herb, could be of more use to him at the Los Angeles factory than at the San Francisco office, so Herb McClellan arranged a deal with Mr. Jack McClelland to take over the San Francisco office, and he made his debut in the Los Angeles factory, in the fine company of his brother, Fred.

One evening while they were sitting in the office discussing logical ways of making a million dollars, Fred's bright suggestion was to crate three CONTACTS and take them to the Chicago Coin Machine Show. The following day Fred was on the road.

Upon introducing CONTACT at Chicago ,the enthusiasm that was shown toward this game and the tremendous amount of orders he took, caused him to remain an additional ten days to make arrangements for establishing a large modern Chicago factory.

Congratulations . . . . . .

to Pacific Amusement Mfg. Co.

—on—

MAJOR LEAGUE

and the selection of our

COIN BOXES

for use in your games

✦

We make any size or style of coin box to fit the individual case.

General Can Co.

1275 Riverside Drive

Los Angeles CApitol 11502

I am Happy to represent

Pacific Amusement Mfg. Co.

MANUFACTURERS OF

Major League

AND

CONTACT

who, through their untiring efforts, have consistently given the operators, jobbers and distributors the acme of perfection in amusement games.

+

Earl C. Reynolds

Suite 222, Jefferson Hotel

Dallas, Texas

Pacmo Games L. B. Favorites

By JOSEPH I. RICHARME
Long Beach Coin Machine Exchange

It was a wise move on my part in 1929 when, seeing the depression coming on, I left the steel business and became interested in personal weighing scales.

I started with the personal weighing scales and then added the peanut and gum machines. Through a jobber in Los Angeles, I bought Peo Poker and other counter machines. Eventually I took on some marble games and built up a very good route. I then decided there was an opening for a jobber in Long Beach to take care of sales and service. So I sold out my operating machine business and continued in jobbing exclusively.

The operators in Long Beach have increased to such an extent that, in response to a call by the Long Beach Coin Machine Exchange, conducted by me, we had a get-acquainted meeting recently and formed an operators' association. Through the co-operation of all operators involved, it is bound to be a success, and we look forward to a profitable winter.

Before closing an account of my chosen business, it is important to stress that the MAJOR LEAGUE and CONTACT are going over wonderfully in Long Beach. The field is extensive and good results are assured.

•

"I don't think my wife understands me. Does yours?"

"I don't think so. I never even heard her mention your name."

There is a CHICAGO LOCK for Your Requirements!

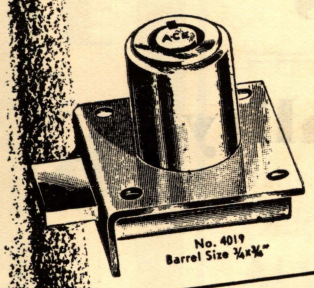
NO matter what type of lock your specifications call for, there is a CHICAGO LOCK ideally suited for those requirements. Whether the cabinet is of cast, or sheet metal, or of wood, and no matter what's its size or shape, lock cams of any length are available to fit every specification or to replace other standard makes.

Most coin machines are equipped with Chicago Locks. By their dependable, thief-proof protection and trouble-free operation, Chicago Coin Machine Locks have elected themselves to leadership throughout the industry. Every day more and more manufacturers adopt them as standard equipment and coin machine operators in increasing numbers are learning to insist upon Chicago-equipped machines. Chicago Locks, with their exclusive double-bitted keys, positive key-actuated 11-tumbler patented action, secret key codes and many other improved features, offer the logical solution to the lock problem in your business. Write for FREE CATALOG, **specifications and prices** TODAY!

New Design Key

Face of Lock

¾ Actual Size



No. 4019
Barrel Size ¾"x¾"

"MAJOR LEAGUE"

The PACIFIC AMUSEMENT CO., for many years satisfied users of Chicago Locks, were First to adopt the "ACE" as standard equipment on their popular new MAJOR LEAGUE pin game.

Ace 7 Pin Tumbler Lock

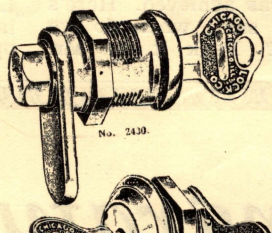
The ACE LOCK has been sturdily built up to the latest requirements of the Underwriters' Laboratories of Chicago. It cannot be drilled or sheared open and cannot be picked within the limits as set by the Underwriters' Laboratories. It is small in size, the outside of the barrel being only 5-8" in diameter and 15-16" long, yet the lock possesses remarkable durability and with the seven tumbler feature and added protection of seven depths it affords a remarkable number of key changes.

"OLDEST IN THE CENTRAL STATES"

WESTERN SALES REPRESENTATIVE

ROLAND E. LOOP
815 E. Washington Blvd. Los Angeles, Calif.

CHICAGO LOCK COMPANY
2024 N. Racine Ave. Chicago, Illinois



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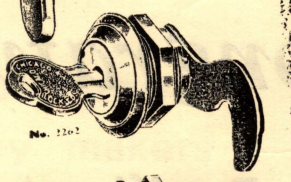

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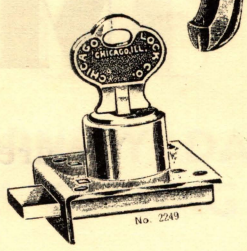

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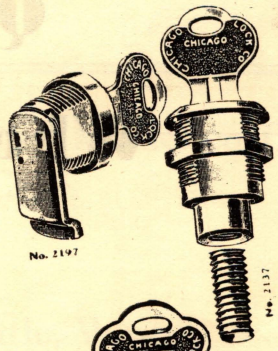

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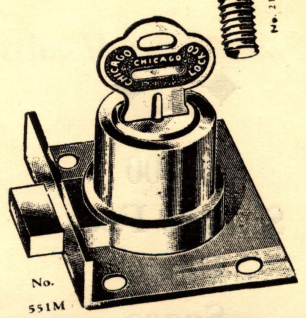


No. 551M

Chicago Lock Co.
2024 N. Racine Ave., CHICAGO

Major League Is Given Exhaustive Location Test

LOS ANGELES—From the idea to the finished product is a long, expensive route. Ninety days ago MAJOR LEAGUE was built. It looked "okay." So much so that Fred McClellan, president of the Pacific Amusement Mfg. Co., was tempted to put it into production but, remembering his early operating problems and experiences with untried products, he determined to make sure. Let the players try it out. So the first MAJOR LEAGUE went on location. It got the play, but it wasn't perfect. It had to be changed. Simplify the mechanism and make it perfect, were the instructions his factory engineers received. Finally, a revamped, simplified MAJOR LEAGUE was achieved. Here's your game, they said; when do we start production? Pack it up, Mr. McClellan ordered, and MAJOR LEAGUE was shipped to Chicago. Special engineers were called in. They checked it over in every detail. Additional refinements were made. Then MAJOR LEAGUE made another trip, this time to another state where a large laboratory put it through extensive tests. Then Mr. McClellan instructed his Los Angeles factory to build up one hundred games and place them on location. These games have performed on location for sixty days. MAJOR LEAGUE is a sensation. Today MAJOR LEAGUE is being delivered to operators. It is a finished product—a tried and proven money maker.

When you get your MAJOR LEAGUE you will realize that here is a game that was designed from an operating viewpoint. A game that does great things with a mechanism that is simple and perfect.

Kennedy Pioneer Stamping Firm

Fourteen years ago three men in Minneapolis discussed the western portion of the United States.

Its prospects as contrasted with those of the Northwest were compared—and the climate won out.

As a direct result of this discussion J. L. Kennedy, a capitalist, and his nephew, W. J. Kennedy, arranged to transport the Hayek Name Plate Co. from Minneapolis to Los Angeles—and as majority stockholders, to change its name.

Mr. Hayek accompanied the new company as superintendent and two years later purchased the interest of Mr. J. L. Kennedy, thereby becoming half owner.

In addition to supplying products to makers of Games, Kennedy supplies radio dials and escutcheon stampings, and hundreds of other products to more than three thousand users.

In addition to the radio field, Kennedy is a specialist on airplane instruction plates, producing more than 600 different labels for this purpose.

•

Colorado Goes Major League

LOS ANGELES.—No sooner had C. Carnie and J. Burns gotten back into home territory than they started firing orders for MAJOR LEAGUES to be shipped immediately to operators throughout the states of Colorado and New Mexico. In three days the two boys sold more than 60 MAJOR LEAGUES.

Carnie and Burns are the owners of Modern Games Company, with offices at 727 North Colfax avenue in Denver, Colo., and are the Colorado and New Mexico representatives of the Pacific Amusement Mfg. Co.

Congratulations to . . . . .

Pacific Amusement Manufacturing Company and

MAJOR LEAGUE

We are happy to play our part in the construction of this fine game—

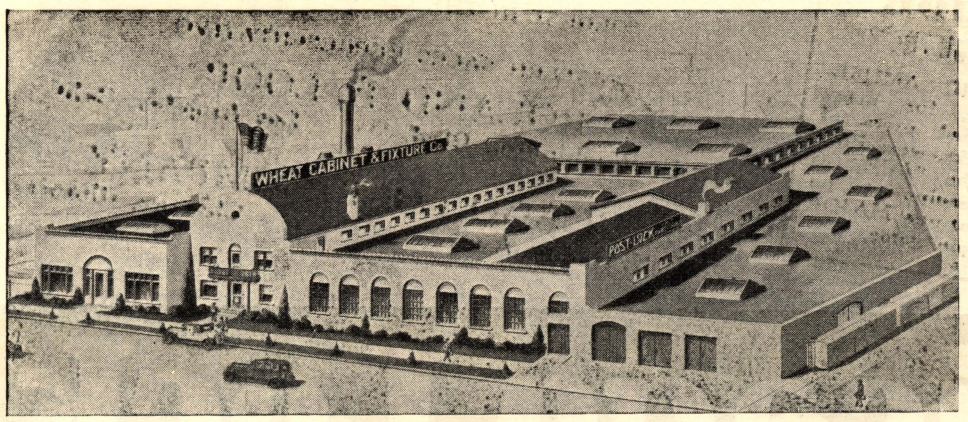
QUALITY ALWAYS COUNTS

and

Wheat Cabinets Are Always Quality

"Our 28 Years Experience Insures Your Satisfaction"

45,000 Square Feet Floor Space



Frank B. Wheat, Owner

WHEAT CABINET & FIXTURE CO.

LOS ANGELES

1741 East 15th St. :-: :-: :-: PRospect 6066

MAJOR LEAGUE & CONTACT

Major League

Pacific's New Sensation

IS TAKING THE COAST BY STORM

◆

Operators have come to look upon PAMCO products as positive money makers
THEY WILL NOT BE DISAPPOINTED IN

MAJOR LEAGUE

LOCATION TESTS OVER A PERIOD OF NINETY DAYS HAVE PROVEN THE SUPERIOR MONEY GETTING PLAY OF MAJOR LEAGUE

SEE YOUR JOBBER TODAY

Advance Automatic Sales Company, 1082 Golden Gate Ave., San Francisco, Calif.
Jno. R. Moore & Son, 106 Golden Gate Ave., San Francisco, Calif.
Oakland Automatic Sales Co., 121 Tenth St., Oakland, Calif.
Al Gustafson, 126 Elliott Avenue West, Seattle, Wash.
Advance Automatic Sales Company, 3222 Western Ave., Seattle, Wash.
Western Distributors, 3126 Elliott Avenue, Seattle, Wash.
Mooney Distributing Co., 938 Pacific Ave., Tacoma, Wash.

Or Write Direct to

National Amusement Co.

2345 W. Washington Blvd. Los Angeles, California
1227 S. W. Morrison St. Portland, Oregon
26th Ninth Street San Francisco, California

Exclusive Pacific Coast Distributors for

Pacific Amusement Mfg. Co.

Modern Building Housing Chicago Plant of Pacific Amusement Manufacturing Co. at 4223-29 West Lake St.

Jim Reed

Jim Reed—General Superintendent over all PAMCO, and branches, chief engineer and designer, better known to trade as "Poppa."

Mr. Reed was formerly with several of the larger motion picture studios in a technical capacity. He designed the noted whale used in the filming of "Moby Dick," in which John Barrymore was starred. The whale, which cost some $17,000.00, sank at once when launched in the briny deep just off the coast of Catalina Island.

Without any question, Mr. Reed was the man responsible for "MAJOR LEAGUE," and it is only due to months of untiring effort on his part that this game has reached the present degree of mechanical perfection.

Both his employers and the men who work under him swear by Jim Reed, and his unwavering loyalty to the former and his consideration for the latter have made him many friends. He will go a long way in this or any other business he may follow.

(At the present time, he is on a soup and mush diet, having been forced to sell his "teeth to the Elks.")

Neu-Bart Mfg. Co. Supplies Ball Lifts

The ball lift or elevator on any marble game is one of the items taken mostly for granted. Yet the workmanship necessary to produce a really satisfactory ball lift is one of high skill. The dies required to stamp out the many individual parts of the dies must be accurately made, the male and female parts of the dies must correspond to within a few thousandths of an inch.

The Neu-Bart Stamping & Mfg. Co. produces the ball lift used in the new MAJOR LEAGUE. They also do metal spinning, having recently completed the large 5½-foot diameter aluminum ball for the New Times building lobby. This ball was the largest made on the Pacific Coast out of sheet aluminum, and was made in two halves.

CONGRATULATIONS
TO
PACIFIC AMUSEMENT CO.
ON
"MAJOR LEAGUE"
Coil Springs

used in the "Major League" games manufactured by the Pacific Amusement Co. had to be sensitive, smooth, and, above all, **uniform.**

Knowing that the springs used in the "Major League" play an important part in the perfection of the game, we have used all of our years of experience to have each spring **perfect.**

HOLISTER
COIL SPRING MFG. CO.

We are in position to furnish all types and sizes of coil springs and wire forms for every purpose. We invite bids from all amusement games or affiliated companies.

5413 McKinley Ave. **CE. 26732**
LOS ANGELES

METROPOLITAN
CONTACT
and
Major League
NAME PLATES
Designed and Manufactured by
KENNEDY NAME PLATE COMPANY

Originators of Unusual Name Plate Labels

"27 Years in the Marking Industry"

Kennedy Name Plate Co.

4509 Pacific Boulevard
Los Angeles, Calif.
LAfayette 0156

Fred C. McClellan President of Pamco

Mr. Fred McClellan, president of PAMCO., is a well known western businessman. He was formerly in the automobile business and was one of the largest distributors of pleasure and commercial cars on the Pacific Coast. A few years ago he sensed that there might be a slump in the automobile business and as he had an offer to sell his prosperous agency he disposed of it.

Not content with enjoying the leisure that he had come into Mr. McClellan sought another field for his activities. He began the operation of amusement games and built up a very successful business on the Pacific Coast with Los Angeles as his headquarters. As a result of his experience in operating, having studied the likes of the public he decided to produce machines and brought out a splendid game in "Masterpiece" which had a wide sale in the western territory. This was some three years ago. "Masterpiece" was followed by "Metropolitan." Then came the radical new idea in playing operations employing two new features, the ejector and the bell. These two items proved to be very popular and made "CONTACT" sensational on the coast Due to differences in shipping costs and time it was difficult to supply the demand in the Middle West and the East. Mr. McClellan went to Chicago and surveyed the field early in the year arranging for the production of his machines.

Mr. McClellan told THE PACIFIC COIN MACHINE REVIEW that he had only had in mind supplying the normal demand as he saw it at that time. He had hardly been in production until he realized that the arrangement to manufacture "CONTACT" was inadequate, so he arranged for space and manufacturing facilities in one of the largest mill constructed buildings in the country. Almost overnight a new manufacturing concern was born in the Chicago era. It since has been one of the busiest plants in the city.

Mr. McClellan is one of those congenial happy fellows who despite his success likes to be known as Fred to the boys and disclaims any more than his rightful share in his success. He says that without the cooperation of allied trades in giving him quality products and placing their resources at his command he could not have produced this splendid game. The co-operation extended the sale of the machine by jobbers and operators, he says, has had a great deal to do with the prosperity of his company. He told THE PACIFIC COIN MACHINE REVIEW, however, that operators often remind him that it was the game and that any time a manufacturer has a game that the public plays he need not worry about its sale. Mr. McClellan acknowledges that fact, but says that it was only offered after careful experimentation and tests on location—a policy he has religiously followed.

In fact, in producing the new "MAJOR LEAGUE" baseball game, more than 100 machines were made and tried on location several months before it was definitely decided to go ahead with the production.

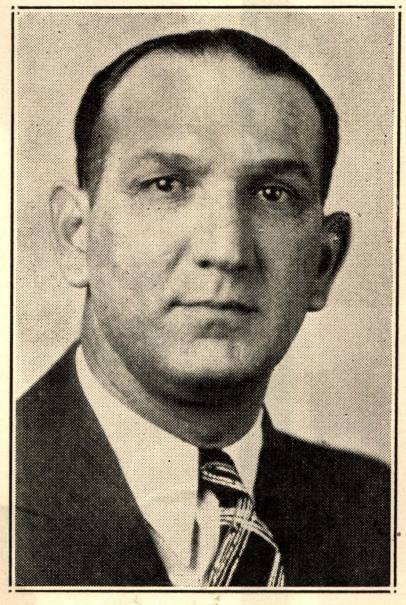
Pacific Uses A. B. T. Chutes

The A. B. T. Mfg. Co., upon the appearance three or more years ago, of mechanically operated games, were quick to see the need of efficient cheat-proof coin chutes for this purpose. Their experts went to work on the proposition and soon developed a finished chute.

In many respects A. B. T. Coin Chutes are the standard of perfection for the industry, being used on hundreds of thousands of machines. The Super Triple Tumbler Chutes as used on Major League, represent every tried and proven feature that goes to make a perfect mechanism. Too much importance cannot be attached to coin chutes because they are really the heart of the machine. A. B. T. coin chutes are made to withstand the hardest kind of use with practically no chance of getting out of order. These chutes are equipped with the patented triple tumbler, entirely preventing the use of keyed slugs. The rachet on the slide has been incorporated in all chutes. A Tungsten Manganese steel magnet is employed in the chutes to reject steel and iron slugs and washers. An improved flap prevents clogging and all wedging of thin coins—a very important feature to keep machines in working order.

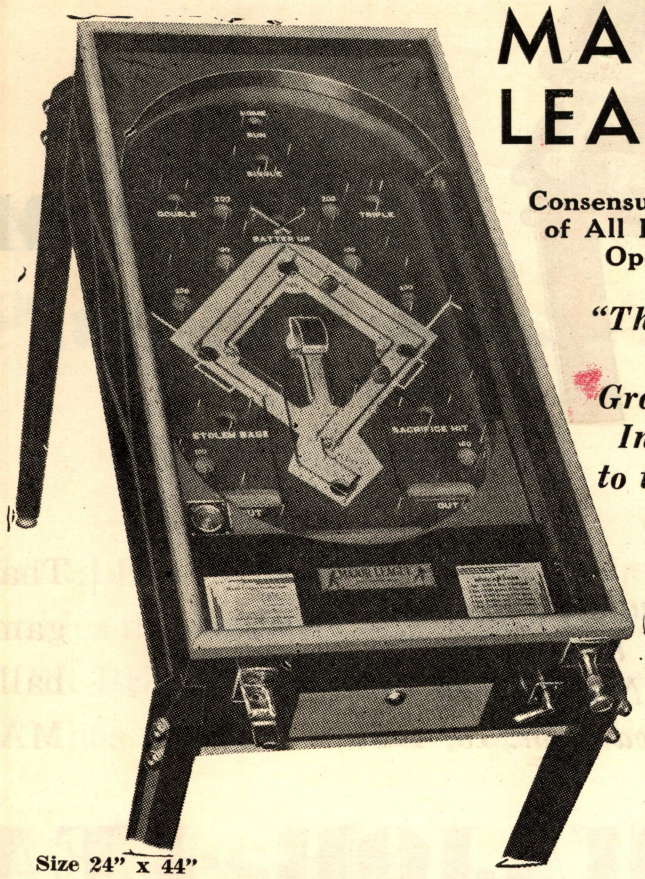
The coin hole can be adapted for penny, nickel, dime or quarter; also for most foreign coins. The A. B. T. chute reaches a maximum stroke of one and one-sixteenth inches instead of the half inch stroke usually found in ordinary chutes. Relatively few parts are used in A. B. T. coin chutes, and simplicity and precision workmanship are developed to the utmost.

Heads Long Beach Firm



Joe Richarme, pictured above, is the guiding head of the Long Beach Coin Machine Exchange and in the short time he has been open has been successful in corraling most of the coin machine business in the beach city.

Joe always has the latest in good pin games on his showroom floor and is always ready to give the featured spot to a product of the Pacific Amusement Mfg. Co. Right now MAJOR LEAGUE is getting all the play in Long Beach and Joe Richarme is getting all the business supplying the demands of the operators.



MAJOR LEAGUE

Consensus of Opinion of All Los Angeles Operators

"The Greatest Money Grabber Ever Introduced to the Trade"

NOW MECHANICALLY PERFECT

Price $66 f. o. b. Los Angeles

Quantity Price on Request

Size 24" x 44"

Sol Gottlieb Company

JOBBERS EXCLUSIVELY

Distributor of D. Gottlieb Co. Products

1347 W. WASHINGTON BLVD.
LOS ANGELES

Phone PRospect 3351

Thanks Mr. MacDougall

That was a nice order you sent us. You may rest assured we will do our bit to uphold the high standard of quality you demand in the

MAJOR LEAGUE

—a game worthy of the tremendous applause it has received from the operator.

R. H. Osbrink Mfg. Co.

1412 East 62nd Street LA. 2883

LOS ANGELES

Aluminum and Brass Products
"More Than Just a Foundry"

TO SAVE MONEY See Us BEFORE your next run—not after.

Glorifying the Great Am

MAJOR

The Greatest Money M

Size 44" x 24"

Call it "Blind Chance"—"Sk
Pacific Amusement Engin
been able to do . . . the
that will have a long li
one that will STAY
On 100 Test Loca
every possible
DOUS! . . . C
oughly teste
official en

Mar

A Worthy Companion to

CONTACT

—the greatest game ever invented!

Fully Protected by Patent No. 1973820 Issued Sept. 18, 1934

That's wh
game to h
balls . .
MAJOR

Place MAJOR LEAG

• **THESE TWO GAMES WILL BE CONSISTENT**

See it at your Jobbers TO

PACIFIC AMUSEMENT

erican Game of Baseball

LEAGUE

laker Ever Produced

PROFIT PROVEN

ll"—"Smart Engineering"—Call it anything you like—nevertheless, it is a fact . . .
ers have accomplished what no other manufacturer of amusement games has yet
reation of a Baseball Marble Game exactly as the game itself is played . . . A game
e . . . That people will keep on playing . . . Not a short-lived novelty game . . . but
N LOCATION and EARN MORE MONEY than anything else heretofore produced!
ons over a period of 90 days, this new idea game, MAJOR LEAGUE, has outstripped
ound of imagination. The EARNING POWER of MAJOR LEAGUE is TREMEN-
SH RESULTS 5 to 1 over all other competing games! Never another game so thor-
and profit proven as MAJOR LEAGUE . . . No other baseball game has obtained
lorsement of Major League star ball players.

bles Actually Run Bases!!
Pitcher's Box Actually Throws!!

MAJOR LEAGUE will outshine all other games on every location. It's the first
ave marbles that actually run from base to base . . . a pitcher's box that really throws
NEVER BEFORE such a marvelous accomplishment. That alone is proof why
EAGUE has proven a sensation on locations where other baseball games fell down.

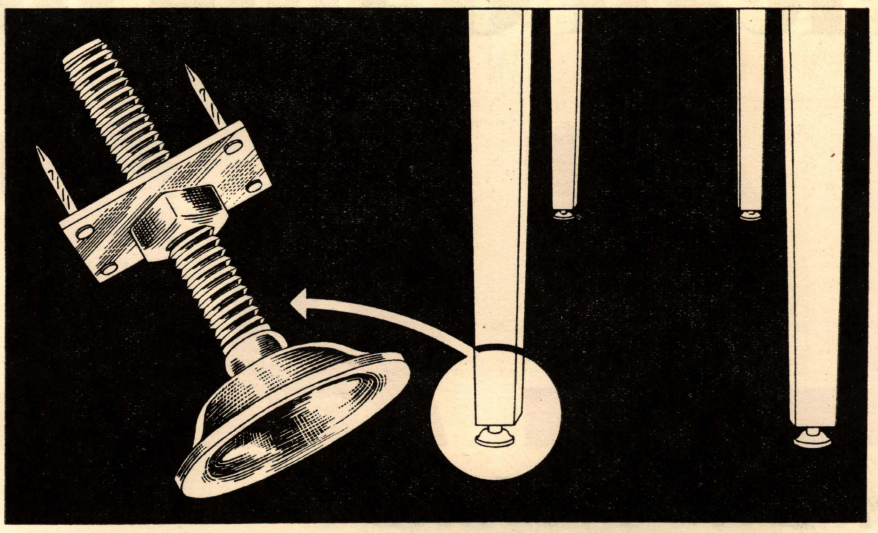
UE beside CONTACT

PROFIT MAKERS FOR MONTHS TO COME •

DAY, or write direct to —

MFG. CO. 1320 South Hope St. LOS ANGELES
4223 West Lake St. CHICAGO

ILLINOIS LOCK



..... Introduces NEW LEG LEVELER

Prevents Nervous Wobbly Pin Games

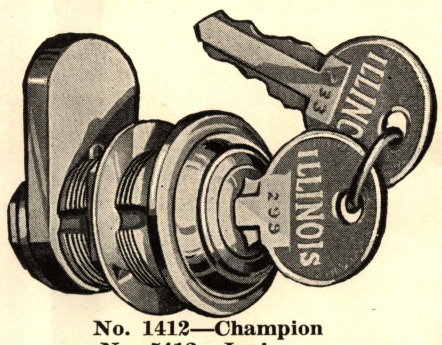
A wobbly table detracts from the game! Don't have a tottering table. Make it "teeter" proof with ILLINOIS LOCK COMPANY "knee action" table leg levelers. Have your tables stand solid on their legs.

Nervous, flopping tables give customers the jitters—and drive away business. Remember that your machines are your SILENT SALESMEN . . . that they bring you countless dollars in profits. You make more when they can firmly "stand up and take it." When the MAJOR LEAGUE game manufactured by the Pacific Amusement Mfg. Company was designed, the engineers counted upon ILLINOIS LOCK COMPANY products . . . ILLINOIS leg levelers and ILLINOIS LOCKS . . . to complete the high quality construction of each unit.

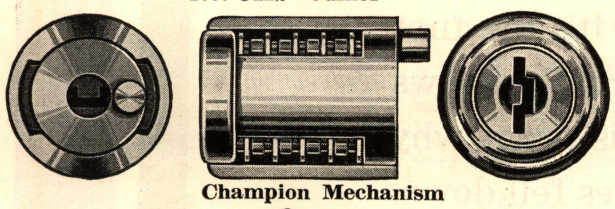
The ILLINOIS leg levelers are adaptable to any pin game; to all tables. The levelers square off and firm up your table no matter how rough the floor, the picnic grounds, or the "footing" at street carnivals. Fabricated in two sizes, for large or small tables, the base of the leveler is assembled to the stud with a ball and socket joint. The "knee action" of the ball and socket allows the cup-shaped base to grip a firm footing under all conditions.

MANUFACTURERS: Anticipate the demands of your customer . . . the wide-awake operator who knows ILLINOIS LOCK COMPANY products for their quality and efficiency. Equip your tables with ILLINOIS leg levelers. They are strong, easily adjusted . . . and stay adjusted. They are attractive and add to the appearance of your machines.

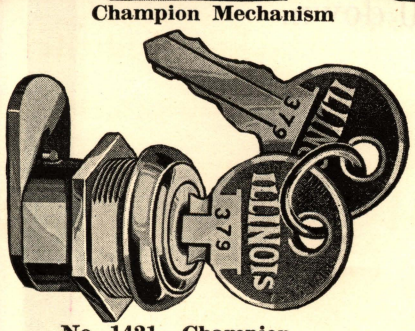
Write for complete details and prices, and for the ILLINOIS LOCK COMPANY catalog. Act now!



No. 1412—Champion
No. 5412—Junior



Champion Mechanism



No. 1421—Champion
No. 5421—Junior

ILLINOIS LOCKS INSURE SAFETY

When shopping for new coin machines, see that the locks assure a high degree of security, durability, and freedom from trouble. Demand ILLINOIS CHAMPION LOCKS on the machines you buy . . . having in mind extra SAFETY of your profits. The ILLINOIS CHAMPION costs only slightly more than the ILLINOIS JUNIOR—and is often lower in price than many inferior locks. Any coin machine manufacturer or dealer can supply ILLINOIS CHAMPION or JUNIOR LOCKS as standard or optional equipment. With your machines equipped with these ILLINOIS "Precisions," you'll know it takes more than a hard look and a screwdriver to steal your profits. Many operators who know the popular CHAMPION, rip out unsatisfactory locks from both old and new machines for the stronger, safer, more dependable ILLINOIS CHAMPIONS.

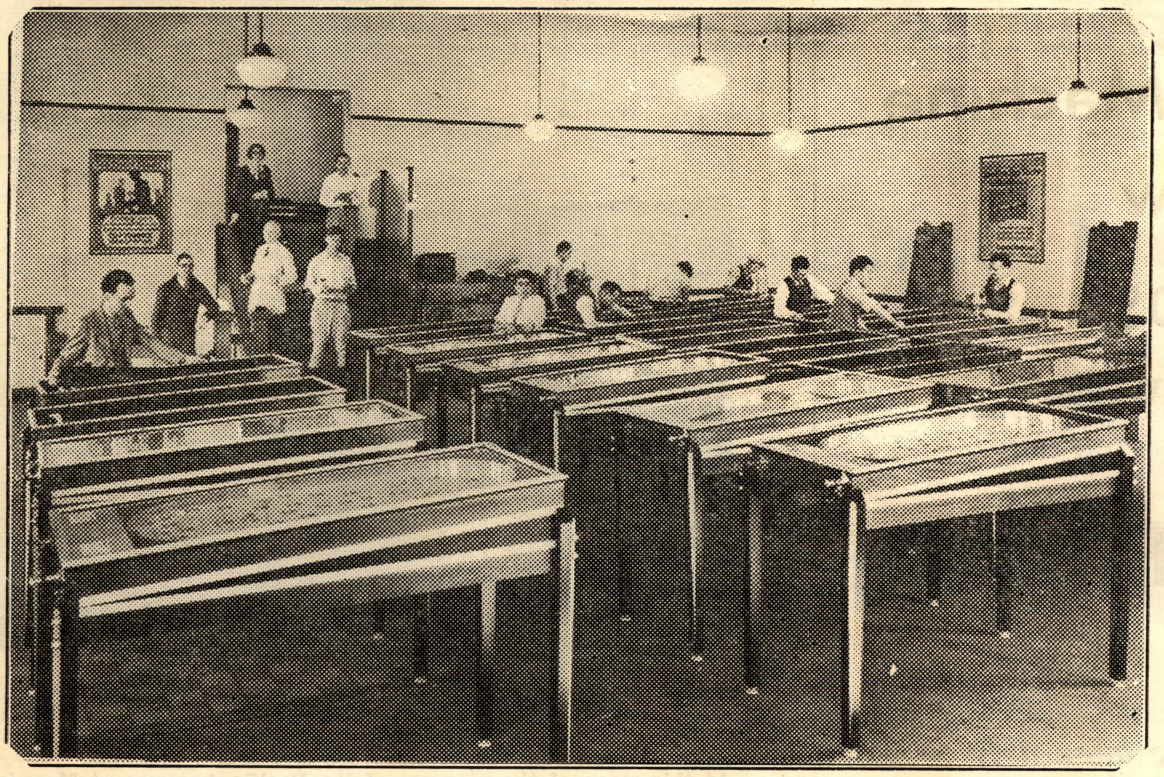
Send for Free Catalog

Many exclusive, patented features of Illinois Precision Locks, give them a degree of security and durability heretofore unknown to Coin Machine Operators. Compare them, point-for-point—dollar-for-dollar. For prices, sizes and complete details, write for the new Free Catalog Today.

ILLINOIS LOCK CO.

ILLINOIS LOCKS 737-B Jackson Blvd. Chicago, Illinois

When CONTACT Was In Its Infancy



Wheat Builds Pacific Cabinets

Wheat Cabinet and Fixture Company, manufacturers of cabinets for the Pacific Amusement Manufacturing Company, is one of the largest firms in this line of business in Los Angeles. Starting with a small shop in 1905, their modernly equipped plant now occupies a floor area of 35,000 square feet. Mr. Frank B. Wheat, the owner of this company, tells his own story in the following words:

"The Wheat Cabinet and Fixture Company has been in business in Southern California for twenty-eight years, and during this time we have never come in contact with a more live, wide-awake and progressive man than Mr. Fred McClellan, president of the Pacific Amusement Manufacturing Company.

WHAT THE BOYS SAID

"I sure like my base hits—and that's why I like MAJOR LEAGUE. I get a genuine thrill watching those balls moving around the bases—sacrifice hits—and stolen bases—to say nothing of that little pocket called 'Home Run'."—Billy Herman.

"I get a big kick out of playing MAJOR LEAGUE. The same strategy that I employ on the baseball diamond can be used in playing this fine game. I am happy to endorse MAJOR LEAGUE, because it has afforded me many hours of genuine recreation."—"Gabby" Hartnett.

"What a game this is. When playing MAJOR LEAGUE, I feel as much a part of the game as I do when I'm out there 'sewing 'em up' for the Cubs. Yes sir, MAJOR LEAGUE is the nearest thing to actual baseball that I've ever seen."—Guy Bush.

"I have played many skill games all over the country, but never did I think it would be possible to make as clever a game as MAJOR LEAGUE, and it gives me plenty of thrills and excitement playing it." — Charlie Grimm.

"I'm used to handling the 'hot ones' but MAJOR LEAGUE is the hottest game I've ever played off the diamond. I tell you there's more combined excitement and thrills than I ever imagined could be put into one game."—"Woody" English.

"MAJOR LEAGUE is the pennant winning game of all time. I'm not kidding when I say I get almost as big a thrill out of getting a home run, triple or double on MAJOR LEAGUE as I do when I'm playing. Yep, it's a great game and no foolin'."—Chulk Klein.

Appreciation

A Note of Appreciation
to our boss
Fred C. Mc Clellan
A Regular Fellow

J. W. "Poppa" Reed
Bon MacDougall
Harry Arnburg
Joe Wermin
Bob Harness
*** Hennessy
"Fronty" Nichols
Clarence "Inspector" Hale
George Snackenburg
"Smitty"

PAMCO EMPLOYEES

CONGRATULATIONS
to
Pacific Amusement Mfg. Co.
on
MAJOR LEAGUE
and
Your Judgment in Selecting the Very Best Glass Obtainable For Your Games

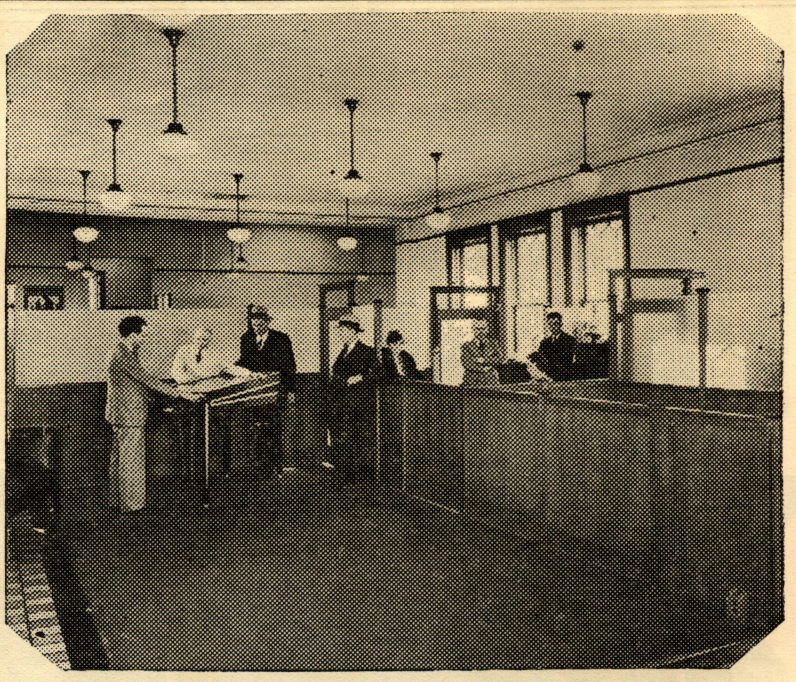
We Carry a Complete Stock of Special Glass for the Coin Machine Industry

Golden State Glass Corp.
500 West Pico Boulevard
Los Angeles, Calif.
PRospect 5488

The
Pacific Coin Machine Review
EXTENDS
Its Sincere Best Wishes
on
MAJOR LEAGUE

We are grateful to have been able to be of assistance to you in the preparation of your engravings and publicity on
MAJOR LEAGUE

When Fred Did the Selling



Here is pictured one of the first CONTACT games being given the once over by a skeptical operator who said, "It looks good but—.".. He was one of those who were left out in the stream of profits that was to flow to CONTACT because he didn't have confidence in PAMCO products.

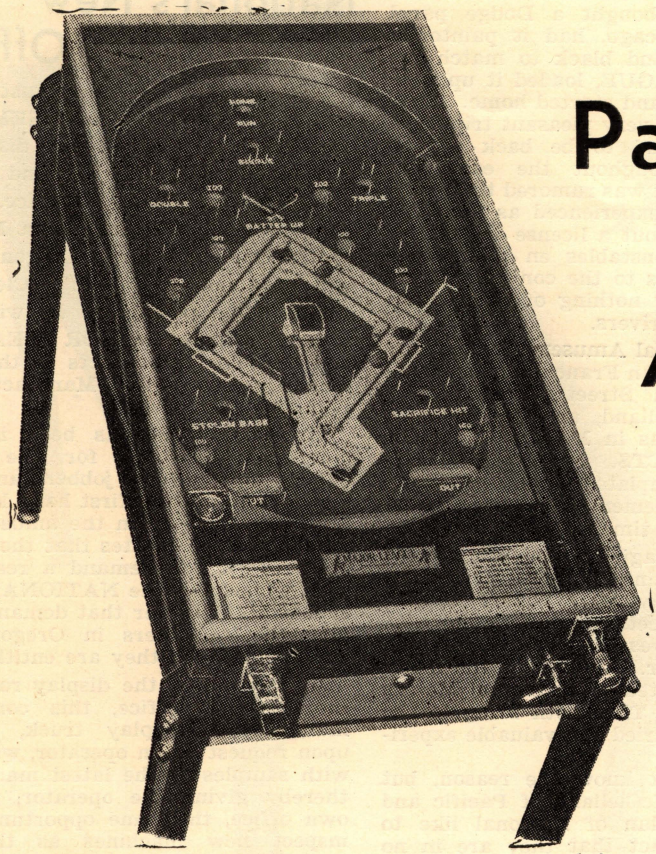
At this stage of the progress of the Pacific Amusement Manufacturing Company, Mr. Fred C. McClellan, its president, did 90% of the selling.

The Illinois Leg Leveler

Initially announced to the coin machine world, through the advertising pages of this issue, is the ILLINOIS LOCK COMPANY'S newest product — the ILLINOIS LEG LEVELER. It is a flexible ball and socket device for squaring off and trueing up the four legs of coin machine tables. Its use is simple and inexpensive. "Our new product is an effective response to a wide-spread need in the coin machine field,"

Thanks to the
Pacific Amusement Mfg. Co.
MAJOR LEAGUE
Is the Choice of
Long Beach Operators
and
Their Demands Are Being
Supplied by
Long Beach Coin Machine Exchange
422 East Fourth Street
Long Beach, Calif.
Phone 623-278

MAJOR LEAGUE
US TOO!
Immediate Deliveries
MOHR BROS.
2916 WEST PICO STREET LOS ANGELES, CAL.
ROchester 8924



THE Pacific Amusement Co.

In Selecting the

Advance Electric Co.

to manufacture and design the essential mechanism and parts of the

Major League

guarantees the performance of what unquestionably will be the greatest money-making instrument the coin machine world has ever known.

●

In the manufacture of the

Major League

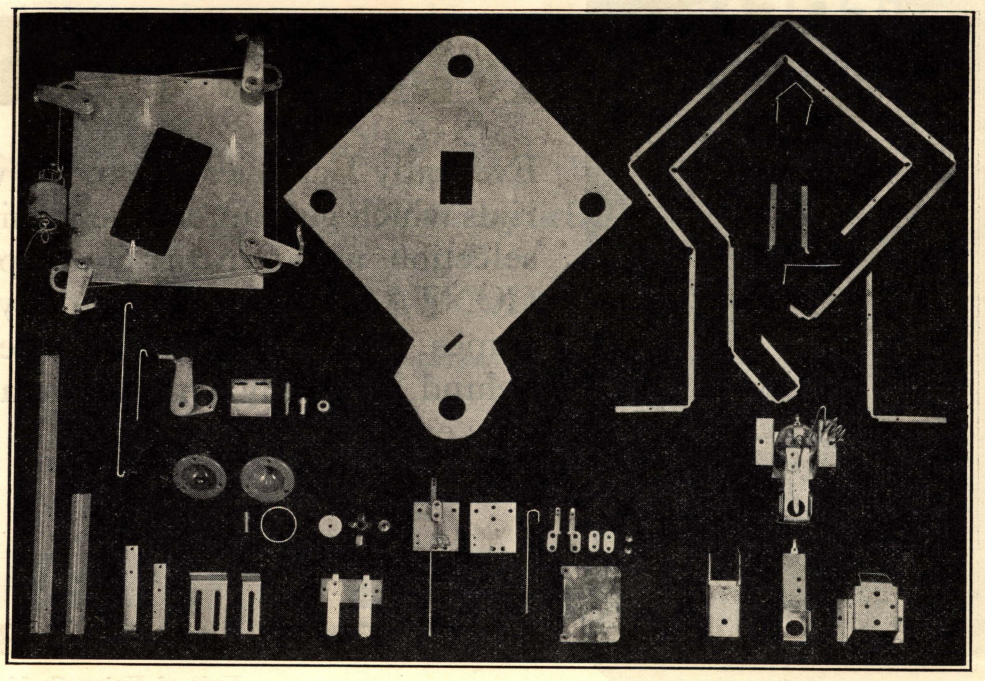
forty-three (43) special dies are used which, even to the layman, proves conclusively that neither time nor money were spared to give the trade the finest of all games.

●

ADVANCE ELECTRIC CO.

1260 West 2nd St.

Los Angeles, California



Baseball Today

TEAMS: PAMCO — Pacific Coast Division.
OPPONENTS (?) — There is no competition for MAJOR LEAGUE.
TIME: Continuous.
TODAY'S LINEUP: All live-wire jobbers and operators on the Pacific Coast.
BATTERS FOR TODAY: McClelland and Stuart, National Amusement Company, 2345 W. Washington Blvd., Los Angeles, California.

The National Amusement Company, composed of J. C. (Jack) McClelland and H. L. Stuart, will sound new to many operators and jobbers on the coast, as for several years past this combination has operated under the name of the American Novelty Company.

As amusement game operators they were one of the first to realize the earning power of the jumbo marble game and it was through their efforts that the large games were pioneered in Los Angeles. They have been closely associated with Mr. Fred McClellan from the time the Pacific Amusement Manufacturing Company was organized and the information and advice given by them was a factor contributing to the superiority of Pacific Amusement games.

During the early period of production, the Pacific organization was only a nucleus of what it has since grown to be. From a small beginning with a few employees, it now boasts a complete factory organization at 1320 South Hope Street, Los Angeles, and another at 4223 West Lake Street, Chicago.

Both factories are now running at capacity production on MAJOR LEAGUES, with one department of the Chicago factory still turning out CONTACTS to supply a never-ending demand.

While operating amusement games, McClelland and Stuart were one of the first operators to see the early crude model of the MAJOR LEAGUE, and could visualize into what this machine would be developed with the resources at the disposal of the Pacific company. At this time, all of their interest in the operating business was disposed of and an exclusive contract entered into with the Pacific Amusement Manufacturing Company to distribute the MAJOR LEAGUE on the Pacific Coast.

While waiting for the MAJOR LEAGUE to be ready for distribution, they organized under the new name of the National Amusement Company, with offices at 2345 West Washington Blvd., Los Angeles, where a general jobbing business was conducted, in order to acquaint the local operators and jobbers with the new organization.

Early in July, McClelland and Stuart made a trip to Chicago in order to meet the eastern factory officials, most of whom had been drawn from the east and many of whom had never been on the coast, and to compare manufacturing methods between the two plants. They were amazed at the strides the company had made in the comparatively short time the plant has been open.

While there, Fred McClellan had loaned them his Air-Flow Chrysler in which to jaunt around Chicago, and in order to overcome the feeling of ease and comfort induced by Fred's car, and to get back into the harness again, they bought a Dodge panel truck at Chicago, had it painted a vivid green and black to match the MAJOR LEAGUE, loaded it up with CONTACTS and started home. They both report a very pleasant trip overland, but glad to be back as the weather throughout the east was plenty hot. It was rumored that some trouble was experienced as they left Chicago without a license on the car and some constables en route were not certain as to the contents of the boxes, so say nothing of the reputation of the drivers.

The National Amusement Company now has its San Francisco office open at 26 Ninth Street, in charge of C. N. McClelland, and are doing a lively business in MAJOR LEAGUE and CONTACTS. An office in Seattle is contemplated in the near future, announcement of which will be made in due time.

Before engaging in the amusement machine business, Jack McClelland was, for many years, connected with the fire protection industry and was, for several years, owner of his own company. Mr. Stuart was for many years connected with General Motors Corporation. They both bring to the industry a varied and valuable experience.

We do not know the reason, but both Fred McClelland of Pacific and Jack McClellan of National like to stress the fact that they are in no way related. If they continue to do this, someone might ask—"why be so emphatic about it?"

•

The stout old gentleman rushing along the platform just missed his train and returned puffing, all out of breath, to be greeted by the station agent with the question:

"Missed your train, sir?"

"Oh, no," was the reply. "I didn't like the looks of it, so I chased it out of town."

National's New Portland Office

LOS ANGELES.—On August 27th, the NATIONAL AMUSEMENT COMPANY, Pacific Coast distributors for MAJOR LEAGUE and CONTACT, opened their third office. This office is located at 1227 West Morrison avenue, Portland, Oregon, and will be in charge of J. C. McClelland, one of the partners. It will, of course, feature MAJOR LEAGUE and CONTACT, products of the Pacific Amusement Manufacturing Company.

Mr. McClelland has been in the northwest territory for the past month, interviewing jobbers and operators and getting first hand knowledge of conditions in the amusement game field. He states that the operators in Oregon demand a real live wire jobber and the NATIONAL will endeavor to answer that demand and give the customers in Oregon the service to which they are entitled.

In addition to the display room in the Portland office, this company maintains a display truck, which upon request by an operator, will call with samples of the latest machines, thereby giving the operator, in his own office, the same opportunity to inspect new machines as tho he called at the company's display room. This service, according to Mr. McClelland, is of great value to the operator as it will save him both time and money.

The NATIONAL AMUSEMENT COMPANY, tho new in the jobbing field, is not new in the amusement game field. Their aggressiveness is making them hosts of friends throughout the industry and local circles wish them success in the northwest territory.

Pacific Amusement Mfg. Co.

selects EVEREADY batteries

to insure perfect operation of the

MAJOR LEAGUE

Eveready Batteries are made with the greatest skill and best materials which guarantees their uniform reliability and which justifies their selection as standard equipment for CONTACT and other battery-operated games. Forty years of experience stand behind Eveready's high standard of battery excellence.

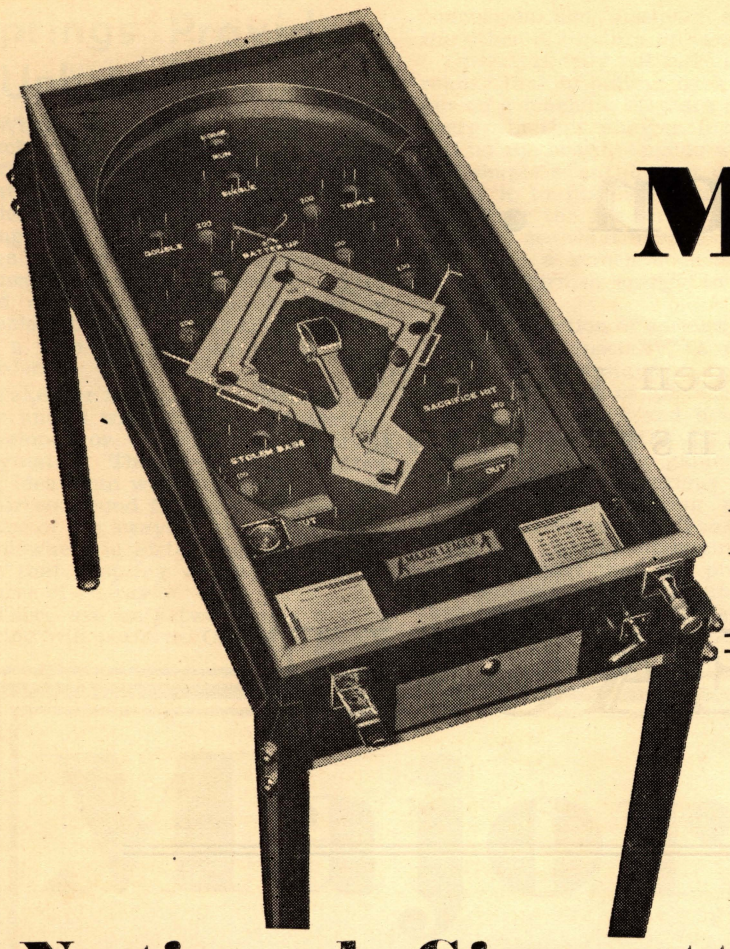
The Eveready No.6

Ignition Dry Battery with the **Metal Seal Top** which prevents leakage, bulging and breakage and which is just one important factor in the unusually long life of this superior battery.

NATIONAL CARBON COMPANY, INC.

Unit of Union Carbide—UCC—and Carbon Corporation

General Offices: 30 East 42nd Street, New York, N. Y. Branches: Chicago, San Francisco



We Feature

Major League

A PROVEN PAMCO PRODUCT!
ON OUR SHOWROOM FLOOR.

IMMEDIATE DELIVERIES

THE NEW

National Cigarette Vender

Practically 100% Slug-Proof

Fool-Proof Weather-Proof Trouble-Proof

SELLS

Both 10c and 15c Brands Cigarettes. DELIVERS PROPER CHANGE When Sold at Penny Fractions.

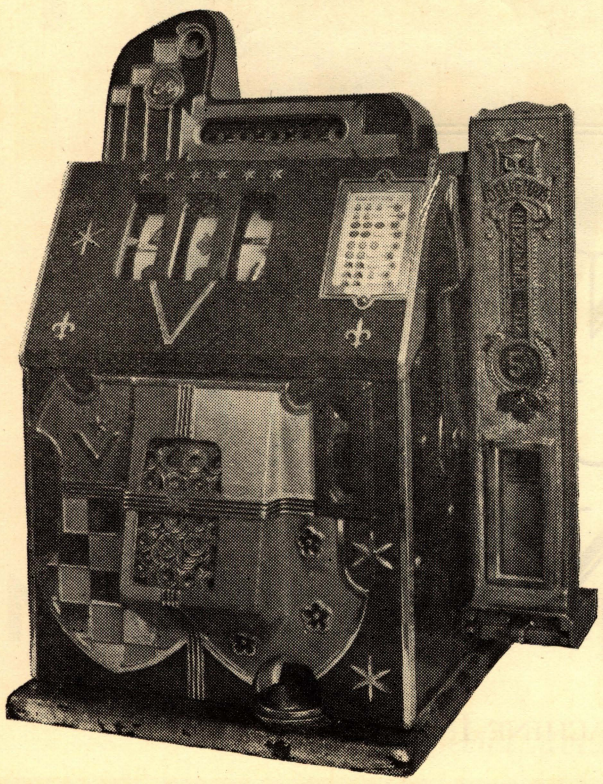
— Also —

SELLS 1c BOX MATCHES and
Delivers Free Book Matches

100%
EFFICIENT, DEPENDABLE,
ATTRACTIVE and DURABLE

At a Price You Can Afford

Exclusive Southern California Jobbers



HERE is the way your old machines will look with our new ESCALATOR ATTACHMENTS!!

SIMPLE TO INSTALL. We will install first one to prove its simplicity.

ARTISTICALLY FINISHED IN 4 COLORS

Order a Sample Today at $25.00

Western Vending Machine Co.

1511-13 West Pico Street

LOS ANGELES CALIFORNIA

An Appreciation . . . . .

of the part we have been privileged
to play in the construction

—OF—

MAJOR LEAGUE

"GOOD MACHINE WORK"

Is Our Motto . . . . . .

It's the little details that
count in the success of
any mechanical device

ROLLINS MANUFACTURING COMPANY

3668 Union Pacific Ave. — Los Angeles — Phone ANgelus 14189

"MACHINE WORK SPECIALISTS TO THE COIN MACHINE INDUSTRY"

Springs Provide Unheard of Energy

When an operator dismantles a machine he often wonders at the simplicity of it and occasionally thinks that the production of a game or any other machine is simply the assembling of a lot of stock parts. Little does the average man realize that someone in times past has struggled and starved over some mechanical problem that is now as commonplace to a coin machine as weeds in a garden.

Take, for instance, the springs. No one knows when the idea of springs developed or where the first spring originated. They may have gotten the idea from watching monkeys and squirrels bound from tree to tree because of the swaying of the branches. Somewhere in history someone found out that a spring was a remarkable source of energy.

There are only two duties that a spring will perform. One is to absorb concussion and dissipate shock and the other is to store up energy.

Operators may not have stopped to realize that in pulling back the plunger on a machine they are storing up energy in that plunger to shoot the ball up the board. Anyone who doubts this simple scientific fact can demonstrate it to his own satisfaction by stretching the life out of the spring and then see what happens. Even the spring on a screen door is the machine to furnish energy to pull that door shut.

The production of springs is a highly developed specialty. A man must not only understand a great deal about the laws of physics, but he must know metals and how to temper them. In MAJOR LEAGUE, as in hundreds of other games, are numerous springs of various sizes and shapes, each performing a definite mechanical operation. The manufacturer who goes about buying springs should be sure that the producer of the springs not only understands their manufacture but is familiar with their use on machines.

The springs that are used in MAJOR LEAGUE were supplied by Hollister Coil Spring Mfg. Co. This company has supplied springs to the coin machine industry for a number of years and has made a study of the use of springs in coin operated machines.

"Bon MacDougall"

By JIM REED

Mr. Bon MacDougall, assistant manager of PAMCO, purchasing agent, and what not, (more familiarly known to the "ops" and personnel of the PAMCO organization as Bon), has, in almost every case, been the back-stay of the organization.

He entered the company with almost no knowledge of pin games, but had the keen insight and ability, born from long association with promotional ventures, to enable him to pick up the key threads of the business almost over night.

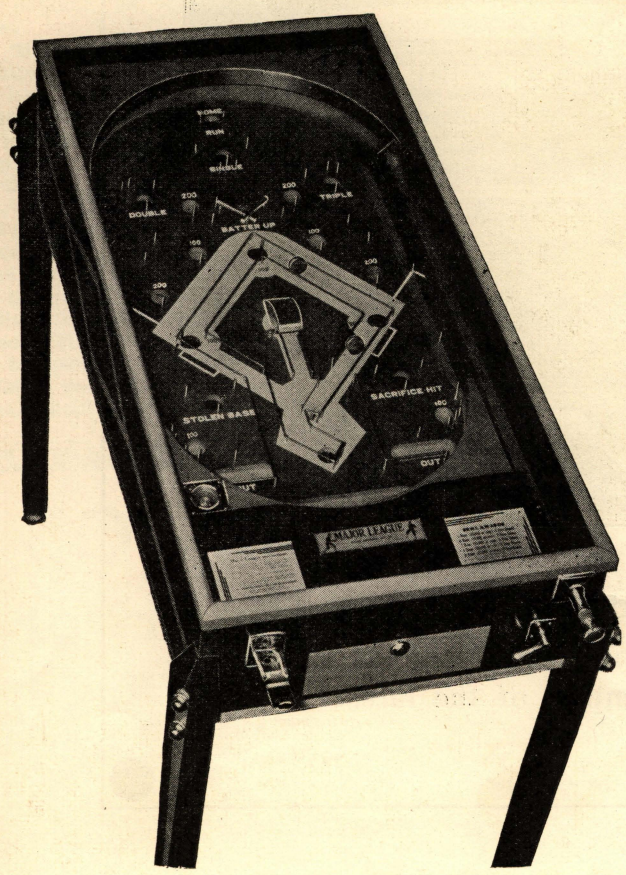
Had any one of you been in the organization since the inception of MAJOR LEAGUE, you would be able to pick up many details that were suggested by Bon, which, after being incorporated in the game, have proven very successful.

Previous to the time that he was employed by Mr. Fred C. McClellan a year ago, Mr. MacDougall had major interests in aviation and automobile racing. He was the president of the "Thirteen Black Cats of Hollywood," as well as having had several airports of his own, and formerly managed the Ascot Speedway. In every case, he has always been the first to notice the first signs of approaching decay and to realize that there was nothing with which to boost the favor of the public.

In the marble game the result is the same. As long as we please the public's fancy, we have a winner. When we lose that, we are dead. Bon regards each new game with the keenest eye, for, in the long run, his eye is on the company's purse, and the company's purse depends on the operator's purse.

Major League

uses the



Neu-Bart Ball Elevator

BECAUSE IT IS
"MAJOR LEAGUE" QUALITY

The additional strength afforded by our re-inforced webbed cast aluminum ball lift insures long, trouble-free operation. Full plating to prevent rust is an additional feature to give you better value.

- **Metal Stampings**
- **Metal Spinnings**
- **Tools**
- **Dies**

"A Complete Manufacturing Service"

Neu-Bart Stamping & Manufacturing Co.

415 East 16th Street

LOS ANGELES — PRospect 9729

Special Metal Stamping, or Hardware Made to Order

OREGON and WASHINGTON

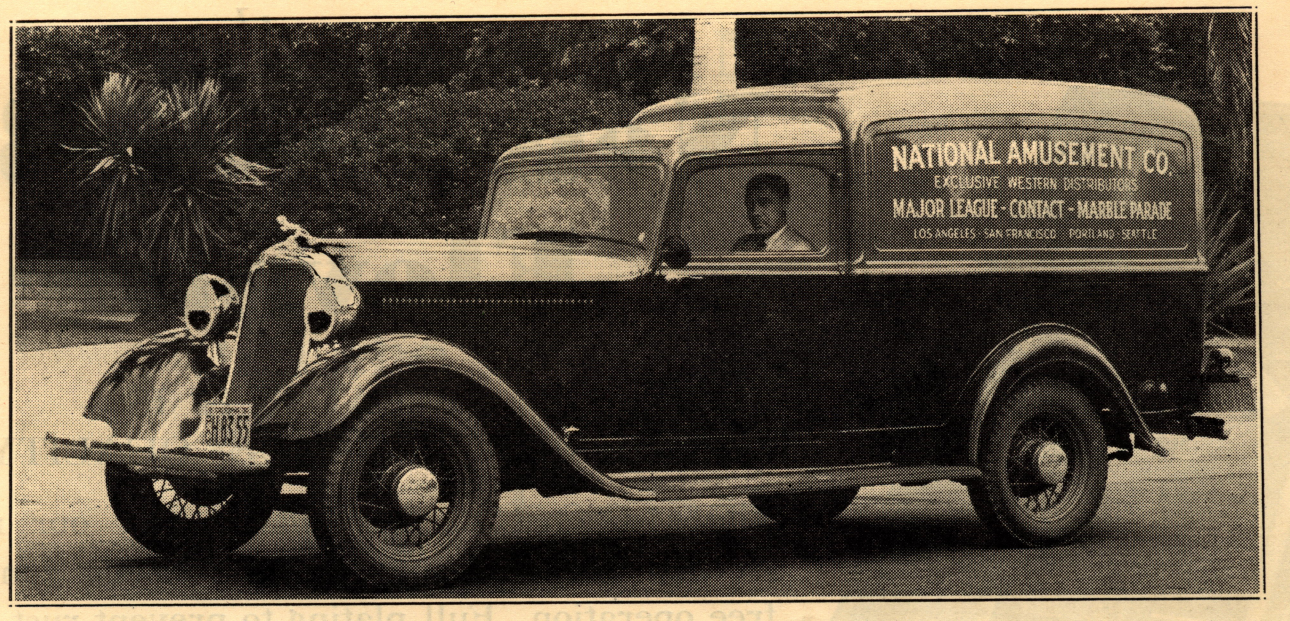
Jobbers and Operators

For Your Needs in Amusement Machines Visit Our

PORTLAND OFFICE

Featuring

MAJOR LEAGUE—CONTACT


NATIONAL AMUSEMENT CO.
EXCLUSIVE WESTERN DISTRIBUTORS
MAJOR LEAGUE - CONTACT - MARBLE PARADE
LOS ANGELES SAN FRANCISCO PORTLAND SEATTLE

OUR TRAVELING JOBBER

If you are unable to visit one of our offices and will notify us, our Traveling Jobber, Jack McClelland, will call on you with samples of the latest developments in coin machines.

National Amusement Co.

Portland	San Francisco	Los Angeles
1227 S. W. Morrison St.	26 Ninth Street	2345 W. Washington
Phone ATwater 4664	Phone—UNderhill 7317	Phone—PArkway 1033

Phone PL. 3171 **Tyler Cabinet Co., Ltd.** 7110 McKinley Ave. Los Angeles

"Where Woodwork Is Good Work"

WE SPECIALIZE ON THE MANUFACTURE OF HIGH-GRADE MARBLE CABINETS

National News Notes

Diggers were decided games of skill in a digger test case in Gloversville, N. Y. The case originated when Fred Beman was convicted for operating diggers by a justice of the peace. He paid his fine under protest and then appealed. The Fulton County court took the matter under advisement and ruled in favor of the diggers.

Manufacturers and distributors of premium merchandise in New York pledged their complete aid and support to the program of the Metropolitan Skill Games Board of Trade the past month by sending in checks to aid the work without being solicited.

One of the largest orders for used machines ever received by the International Mutoscope Reel Co., was received by cable from Palestine recently. The order called for 100 machines.

A state-wide organization of operators to be known as the Empire State Skill Games Association has been formed in New York.

A war is being waged in Cleveland, Ohio, against coin operated machines of every type. Operators are forcing legislation through the city council to legalize the machines.

H. Salskind of Chicago has one Airway machine still on location that has brought him in over $4,000 in less than a year. The machine has been in the same location continually.

Frank Meyer, president of the Exhibit Supply Co., is taking a look at Paris before returning to the United States.

The Metropolitan Jobbers' Association in New York has agreed upon a Blue Book valuation for used games. The trade-in valuations will also be used by all members in advertising used games for sale.

The Pacific Amusement Mfg. Co. has prepared a book on licensing information for operators. The book may be obtained by writing Mr. Leo J. Kelly at the Chicago office at 4223 W. Lake Street.

A memorial label is being used by members of the New Jersey Automatic Merchandisers Association in commemoration of the memory of Jack Silverman, a former member, for the work he did for the association during his lifetime. The label bears the words "Fair Play, Clean Practice" and has a border of 21 stars.

After making an ambitious start Coney Island is petering out in New York and operators have become discouraged at the trend in conditions. Excessive rents of from $600 to $2,000 per month are forcing many operators to close their concessions.

Pin games help the sale of drugs is the opinion of the management of the Ure Drug Company, an organization of 100 stores, in Pittsburgh, Pa.

Ken Shyvers of the Shyvers Coin Automatic Co., of Seattle, Wash., hied into New York during the past month to show eastern operators the kind of games they build up in the great Northwest.

Eighty-nine Blue Eagles for the Coin-Operated Machine Mfg. Industry have been distributed according to an announcement from C. S. Darling, secretary of the Code Authority.

William Cohen of the Silent Sales Co., is telling the boys back home this month about his trip to the Pacific coast and the world's largest pin game which he played while in Seaside, Oregon. The game is 8 feet, 4 inches long by 4 feet, 2 inches wide.

Fifty Pontiac games were shipped to Japan the past month by Genco, Inc. The games were outfitted with special coin chutes and shipped in heavy wooden crates.

The Statler hotel in Buffalo, N. Y., is recognized as one of the finest hostelrys in the nation. Only recently automatic cigarette machines have been installed in its lobby.

Several new games are being manufactured in Texas. The Electric Ball Co., Dallas, has introduced a new game, as have the M. and M. Sales Co., in San Antonio. The Harrington Bros. of Houston are working on a new game which will be announced shortly.

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SUBSCRIBE for THE REVIEW TODAY!!

Subway, New Genco, Game

CHICAGO—Genco, Inc., introduces to operators this week a new pin machine, called Subway. As the name implies this game has an underground play.

Subway, from all appearances is two games built into one. The playing field is divided into two sections, the upper one containing a number of scoring holes, plue five skill holes called Subway entrances. When the balls enter these skill holes they drop from sight, but almost instantly return on the surface of the playing field, but this time on the lower section or second division. The scoring positions of the lower part of the playing field contain larger scoring numbers, thus providing that necessary incentive for the players to make the Subway holes.

Mexico Is Unique Operating Field

MEXICO—Our closest foreign nation is still the farthest away when it comes to intermingling of Americans in Mexico and Mexicans in the States. One can gaze almost in any direction in California and see Mexicans but not so in Mexico, for our sister republic is more strict than we are.

Before an American is allowed to enter Mexico to reside and go into business he must first post a bond for $5,000 at the border as assurance that he has that much money with which he intends to invest in Mexico. If it is later proven that he has spent some of this money other than in investments he will be liable to a prison term of three years as well as having his bond forfeited.

Recently some Americans went into Mexico City to operate pin games. Games were purchased in Los Angeles for $59.50 and after the duty had been paid the games cost the operators, laid down in Mexico City, $117 each. To overcome this excessive duty, this same group is now purchasing cabinets and parts of games in Los Angeles and forwarding them to Mexico City unassembled. This procedure results in a reduced duty as some parts go through as ordinary hardware.

The operation of pin games is most profitable in Mexico City, although before starting one had better see that it is all right with the powers that be.

Pin games in Mexico are operated with slugs because of the shortage of coins throughout the republic. Slugs are given out by the location owners to those desiring to play the games.

Traveling through Mexico, one is impressed with the sudden change in conditions and surroundings after leaving the glamorous border towns. Along the border one sees all types of coin operated machines, but once you are a few miles south of these spots the machines are no longer in evidence. Slot machines are not in use in any part of the country and are ruled out by law and Mexico has no use for merchandise vending machines. Merchandise is dispensed in the old-fashioned methods throughout the country and a Mexican would be baffled were he required to buy his cigarettes or goodies by inserting a coin in a mechanical dispenser.

THE REVIEW, ever watchful for interesting news of the industry, will shortly present a series of stories on Operating in Mexico. This series is being prepared especially for this paper by a Mexican operator and will be translated and published in forthcoming issues. This article is printed as an introduction of what is to follow.

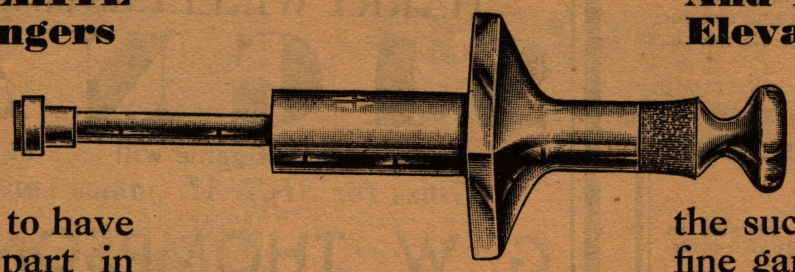
•

The operator who has MAJOR LEAGUE on his locations has no fear of competition of any kind.

CONGRATULATIONS . . . . . .

to HARRY WILLIAMS and SIGNAL

WILHITE Plungers **And Ball Elevators**



Are proud to have played a part in the success of this fine game.

SPECIAL HARDWARE MADE TO YOUR ORDER. WRITE US FOR PRICES.

WILHITE MACHINE WORKS

1245 South Hope St., Los Angeles, California

SEE US FOR

Tools, Dies, Metal Stampings, Hand and Automatic Screw Machine Products, Spinnings, Experimental Work, Complete Manufacturing Service, Special Machinery Built, Wrought Iron Work, Welding, Grinding, Spot Welding, Gear Cutting, Lathes and Machinery for Rent.

FINAL FORMS FOR THE 2nd ANNUAL FALL SPECIAL

REVIEW

CLOSE OCTOBER 1

Mail Copy to Reach Us By That Date

Dixie Bell Makes Debut

PORTLAND—Retaining all the thrill and playing appeal of the most popular old-type machines and, at the same time, incorporating a patented "game of skill" feature which eliminates the objectionable features of slot machines generally, the Dixie Manufacturing Company at 1306-08 S. W. First Avenue, Portland, Ore., has just put on the market an absolutely new type of reel-machine. All who have seen it in operation are agreed that its appeal and originality will win wide public approval as well as universal acceptance by the authorities.

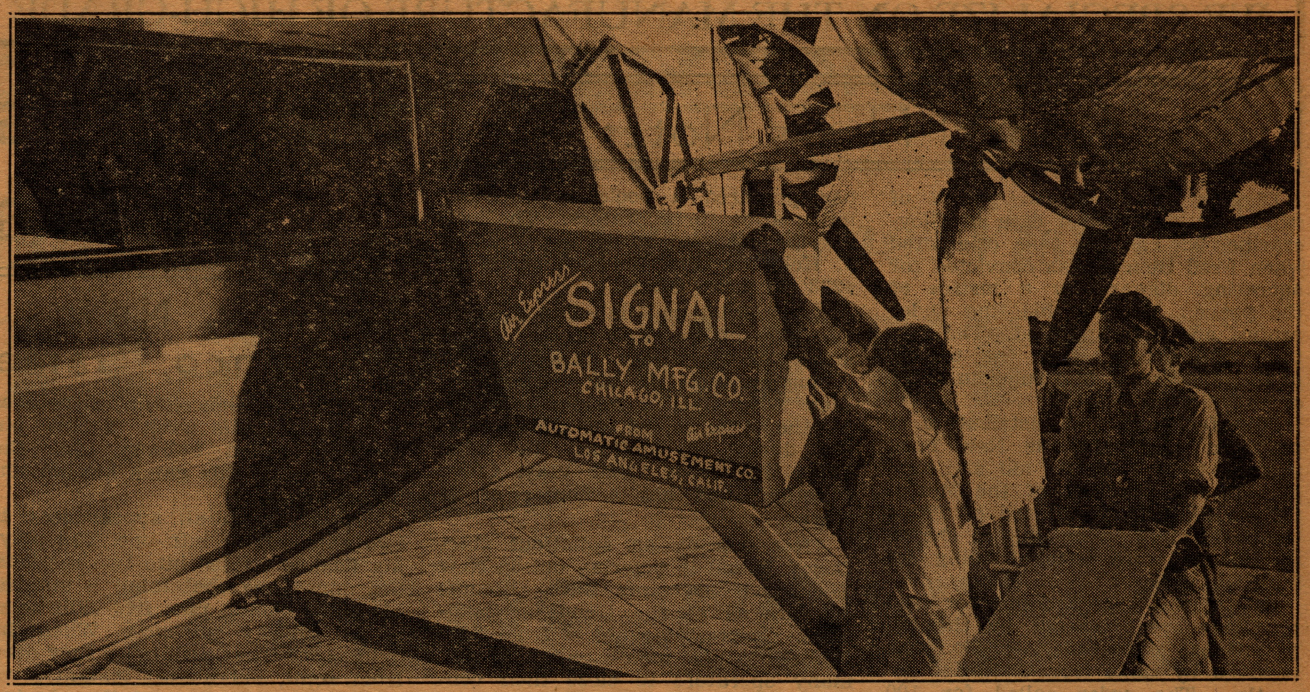
The Dixie Bell is very similar in appearance to the standard three-reel slot machine, with the exception of the "jack-pot" feature. This new machine is, indeed, attractive in appearance. It has cast aluminum base and front, highly polished and done in harmonizing colors. The cabinet sides and back are made of beautifully finished gumwood, giving a rich and beautiful appearance. It is but ten inches square at the base, stands fourteen inches high and weighs 20 pounds.

The reel-control features will be interesting to the Coin Machine trade as it is based upon an absolutely new and original idea giving it a two-fold value. It serves as a playing attraction and also does away with the objections of the old type fruit reel machines which so often classed it as a gambling device. It is claimed that the Dixie Bell is actually a "game of skill" because the player has full control over the reels at all times while the wheels are spinning and may stop one reel at a time or stop all reels at once. The reel-controls work as a friction brake, stopping the reels suddenly, all at once, or one at a time or slowing them down to where the operator can more easily see the objects that he wishes to line up.

Due to the fact that the Dixie Manufacturing Company are themselves experienced operators they have long realized the need for a machine that would embody all of the features of the Dixie Bell and the need has brought about this invention. It has been, for two years, in the process of development and experimentation and, during the year it has been on test locations, it has demonstrated its great customer-appeal as well as its earning power.

Because the Dixie Bell is different and original in its patented features and so fascinating in operation, it provides every counter with an amusement device the appeal of which will be unquestionably enhanced by its general approval. Realizing that the demand will be spontaneous and immediate the manufacturers are beginning a production schedule of 100 machines per day.

SIGNAL Goes to Chicago Air Express



When Ray Maloney of the Bally Mfg. Co., in Chicago, wanted to see SIGNAL he wanted to see it right away, so Harry Williams, inventor of SIGNAL, placed it on a TWA plane headed for Chicago and Maloney was playing the game the next afternoon.

As a result, Maloney phoned Williams and bought the rights to the manufacture of the game.

This marks the first time a pin game has traveled across the country by plane. It is not destined to become popular either, for the postage on SIGNAL amounted to $95.00.

Texas

Manufacturing of pin games took a new lease on life in Texas the past month with at least four new firms starting to manufacture games.

A branch of the American Sales Co., Chicago, has been opened in San Antonio. C. D. Odom is in charge.

Business along the Mexican border is reported to be holding up well.

Over 100 coin machines are located in the Penny Arcade in Fort Worth at the Lake Worth Casino. This is reported to be the largest arcade in the south and the management reports an excellent business.

Leslie Meers, San Angelo operator, is the latest to do his part to make youngsters happy. Meers recently gave all of his obsolete pin games to a tuberculosis sanitarium near his city.

Mechanically operated pianos are still all the rage along the Texas-Mexican border. The Mexicans like loud bangy music boxes and the nickel machines do well in border bars and restaurants.

Bud Leiberman of the Century Manufacturing Company, was a visitor in Texas during the past month.

John Backman, Dallas distributor, reports business excellent in Texas. It looks as if the usual summer slump just isn't going to be in Texas this year.

At a meeting of the Texas Coin Machine Operators in Austin on June 10 it was declared by Polk Shelton, attorney for the Association, that some workable tax law must be arranged by the operators and public officials for presentation to the state Legislature next January.

Operators report slugging of machines on the wane.

Daddy Johnson, builder and operator of pin games, is doing well operating machines in and near Fort Worth.

Mrs. Freeman of Sherman, Mrs. L. E. Box of Lufkin, Mrs. Harris of Longview, and Mrs. Elsie Watts of Midland, are among the lady operators in Texas.

R. K. Harsh of Dallas has completed a new four-coin electrically operated counter machine that is very unique. The machine will be placed on the market shortly.

Operators throughout the state report excellent business with the new tables that have arrived from the Pacific coast and Chicago during the past month.

Mr. and Mrs. John Backman of Dallas are on an extended vacation in the east. They will visit their old home in New Jersey and the World's Fair before returning.

Texas experienced the worst drought in years during the past month but as we go to press the drought has been broken in most parts of the state.

BRASS CHECKS

NO CASH VALUE

Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

	1c	5c	10c	25
5000	$4.00 M	$4.50 M	$4.00 M	$5.50 M
1000	4.25	5.00	4.25	6.50
500	2.50	3.00	2.50	4.50

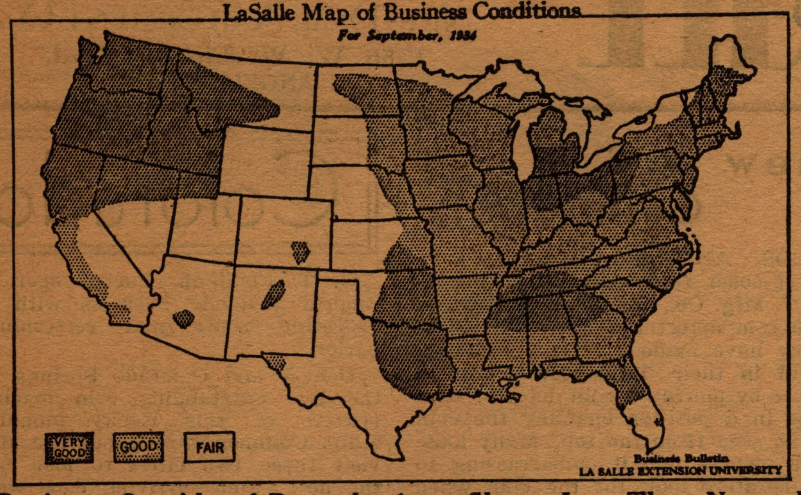
Nickel plated checks add $1.00 per M to above prices.
Samples on Request.

Supreme Products Co., 333 N. Michigan Ave., Chicago, Ill.

Congratulations—
TO
HARRY WILLIAMS on the sale of
SIGNAL
We know your next game will be a big success, too!
Glass for SIGNAL games furnished by
G. W. THOMPSON GLASS SPECIALTY CO.
2415 West Vernon Avenue, Los Angeles
VErmont 1850

TRIPLE THRILL
Defies Competition!
NEW DEAL AMUSEMENT CO.
1356 W. Washington Blvd.
LOS ANGELES, CALIF.

The Trend of the Times



Business Outside of Drought Area Shows Less-Than-Normal Seasonal Recession

Map Supplied by Business Bulletin Division of LaSalle Extension University. Retail sales continued above last year's levels excepting in drought areas. Manufacturing is about 16 per cent below the high rate of spring, but with no surplus stocks, orders on hand indicate a fall upturn. There has been a contraction of the "Very Good" areas on our map, but these still prevail in the North Central manufacturing area, in the Central and Southwestern cotton areas, and in the far Northwest. The "Good" area has contracted in the drought-stricken areas of the West.

In Appreciation

of

Courtesies and Co-operation Extended, We Congratulate

Harry Williams and the Bally Mfg. Co.

on

SIGNAL

We are glad to have played a part in the manufacture of this outstanding game.

Millsap Writes of Wolcher in World

Walter Millsap wrote the following article about Louis E. Wolcher, head of the Advance Automatic Sales Co., of San Francisco, Oakland and Seattle, in the May, 1931, issue of the AUTOMATIC WORLD.

Mr. Wolcher has continued to grow with the coin machine industry and only last month opened his third office in Seattle with his brother, Harry, in charge.

One of the pioneers of the vending machine business is Louis E. Wolcher. During the last 11 years he has been at it in one or another of the large cities of the United States and he is still a rather young man, and believe me there is a lot of credit due to these old timers who broke the trails and took the bumps. Like the pioneers in any field they had to have courage and daring and sometimes they had to just get in and fight for their rights.

Some of the old operators may remember when Mr. Wolcher went into one of the early conventions and bought a thousand machines at one purchase without batting an eye. That was a mark for some of the rest to shoot at, but most of all it was an indication of daring and courage and he is still in the game so he evidently knew what to do with that thousand machines after he bought them.

He was a partner of Robert Felton, the man who invented the 1-2-3 ball gum machines, and the story of his adventures would fill a good-sized book. He was president of the Pack Shop Sales Agency, Ltd., in Southern California, which concern placed machines in all the Paramount and Warner Bros. theaters and on the producing lots of those companies. Sometimes they furnished machines for scenery in the various sets.

Last January Mr. Wolcher and associates took over the agency for Pack Shops machines in the entire territory covered by the states of Oregon, Washington, Utah and Montana.

Now his company, the Advance Automatic Sales Co., has just brought out a new machine called the Circus and, naturally, with eleven years of experience to draw from, Mr. Wolcher feels that he knows what is needed from the standpoint of the operator. This machine is a candy and toy vender that is suggestive of the circus and everybody has a warm spot in his heart for the circus. The front is highly polished aluminum engraved to represent lions, tigers, a monkey, of course, and a lady snake charmer, besides seals, clowns and a finely done circus tent. He paid a good stiff price but he got a wonderful piece of engraving done on that front. Then, behind the glass a grotesque clown stands on his head or on his hands or on his feet, as the case may be, and kicks out the candy as he turns a somersault.

Jennings Has New License Facts

CHICAGO—Another up-to-the-minute bulletin of the serially published "Book of Facts About Licensing Coin Machines," issued by O. D. Jennings and Company, is now being sent to several thousand operators throughout the country and will be mailed free of charge to anyone sending a request for one.

Latest developments in the licensing situation are reported, advantages and disadvantages realized in places where licensing has already been adopted, and opinions of recognized authorities both in the coin machine industry and in the legal aspect of the question.

"I feel that it is absolutely essential that all operators, jobbers, and persons otherwise interested in the coin machine business, be completely informed as to what is happening from day to day in this paramount question of licensing," says Mr. Jennings. "The whole future welfare of the industry swings in the balance with the problem. It is of vital importance that all eyes are open to the true facts in the situation so that no injustices are committed because of ignorance or misinformation."

Ken Morley, advertising manager, who compiled the new bulletin, said: "I believe it is the most complete source-book of licensing information available anywhere under one cover. I have ferreted out facts hitherto unknown to the coin machine world and have presented them objectively and impartially in the second issue of the 'Book of Facts' so that a broader, more comprehensive view of the licensing question may be had by everyone."

•

Rufus was proudly sporting a new shirt when a friend asked:

"How many yards do it take to make a shirt like dat one, Rufus?"

"Well, suh," replied Rufus, "Ah got two shirts like this out'n one yard."

•

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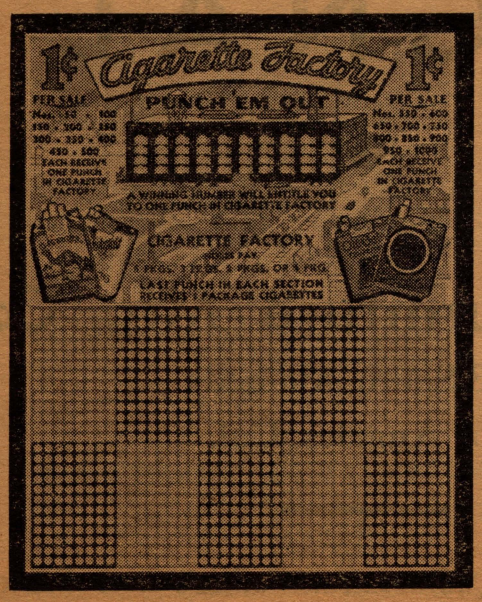
1000-Hole 1c CIGARETTE FACTORY


1¢ Cigarette Factory 1¢
PUNCH 'EM OUT
PER SALE
EACH RECEIVE ONE PUNCH IN CIGARETTE FACTORY
A WINNING NUMBER WILL ENTITLE YOU TO ONE PUNCH IN CIGARETTE FACTORY
CIGARETTE FACTORY
LAST PUNCH IN EACH SECTION RECEIVES 1 PACKAGE CIGARETTES

New Idea!
New Flash!
New Appeal!
New Profits!

Take in	$10.00
Pay out	5.03
Profit	$ 4.97
List Price	$ 1.44

JUST OUT! BE THE FIRST IN YOUR TERRITORY

Order this big seller from nearest branch

GARDNER & COMPANY

2309 Archer Avenue, Chicago, Illinois

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150 Baronne St., New Orleans
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417 Market St., San Francisco

All Reconditioned

10	World's Series	$17.00
6	Official Baseball	15.50
8	Sweet Sally	7.25
2	4-Ace	7.50
1	Dice Box Pin Game	4.50
1	Rol-let	5.75
3	Greyhound	3.00
10	Jigsaws	10.00
5	Spiral Golf	2.75
5	Whirlwind	2.75
20	Sweet Breath Pellet	2.50

SPECIALTY COIN MACHINE BUILDERS

617 West Division St., Chicago

TRIPLE THRILL

Prices Reduced!

NEW DEAL AMUSEMENT CO.
1356 W. Washington Blvd.
LOS ANGELES, CALIF.

Rees Tells of Initiation Into Coin Machine Operating

You certainly asked for something when you suggested that I give you an outline of my life that led up to entering this world of sorrow, known as an operator of merchandise vending machines.

I have always been something of an adventurer, that is the reason I am 7000 miles from the land of my birth. The romantic name of California, together with its climatic location in latitudes south, tempted me to try my fortune on this side of the world where I landed in 1910.

Up till the war, I was engaged in the automobile business and had a garage for five years, just two blocks west from where the COIN MACHINE REVIEW is printed. This was in the good old days when the population of Los Angeles was just over 300,000, and every other person was not in the same business. Only one person in a thousand owned a car, so 999 were prospects. Well, it was a good war while it lasted. Only it was over too soon and then one had to get back to work, the country having been made now into a land fit for heroes to live in.

On my arrival back in 1919, I looked the situation over and decided there were too many gas stations to make a garage profitable any more. So I decided on the hardware business. Bang, goes my capital into a store on West Pico boulevard, where I hid myself for five years, morning to night every day except Sundays and holidays. Fast between four walls, the only excitement being when the price of nails went up, and when the salesman made his weekly call.

What a life. What a man. I decided I was not built for solitary confinement, so in 1926 I found a victim (with all cash), and out into the cold and driving sleet I ventured again, this time determined on an open air job, where I could pit my wits in open and healthy competition against all comers and talkers. I said, "I will first see this Pacific Coast country." So I invited my wife, or did she invite me, to step into the Rolls and go. We finished up in B. C. At that end, having thoroughly surveyed the various communities en route, we decided that Southern California was still quite good enough for a working man.

On my return I answered an ad regarding vending machines, and found an elderly gentleman willing to dispose of a route, consisting of 130 peanut and gum venders spread all over the city. He had decided to retire, not having made his fortune. And, what I have learned of the business since, he was never likely to. The life sounded good to me. An open air life with the world before me. Nothing to do but take

MR. J. EDWARD REES
Past President, Western Vending Machine Operators Association of Southern California

out the money, Ha, Ha, Ha, refill the machines with fresh salted peanuts or nice flavored gum (good after meals), with apologies to Mr. W., then nothing to do till tomorrow. Gee, you're a lucky guy.

After I had serviced this route once, and not a grief in a carload, I thought this is too good to be true. How long has this been going on? I must keep this business a secret, otherwise the population will be tripping over peanut machines. I decided to strike out quick. So at once I sent for 50 Advance No. 11 machines by wire. What a chance for a fortune, said I, and so simple. So was I. On receipt I at once went out into the highways loaded up with beautiful new peanut machines filled to the brim with luscious fruit of the soil, guaranteed to tickle the national palate.

For two weeks I waited all keyed up to pounce on the machines devoid of peanuts and loaded with U. S. coins. Then the aftermath. Yes, I found some empty and full of money, but I also found some empty spaces where a bracket stood out all forlorn. I forgot to tell you that I put a lock on each machine and told the man that he need not trouble to take it in at night. I believe somebody was listening when I gave my sales talk and hung up my machines and decided to save me the trouble of having to service them by doing the job for me. Anyway, I had six less machines to worry me the first month and four more less the next month. So I figured how long it would take before I had no work to do. As there was no dole in those days, I thought it would be better if I asked the store owners to collect the machines first before they closed so that these good samaritans would not be kept up at nights doing my work.

Well, even the foolish get wise in time. So after learning my lesson, I did better and sent for more gum and peanut machines of different makes, and also bought another retiring gentleman's route of machines and branched out with a few amusement machines that also dispensed gum. Within the first year I was a busy and much wiser operator.

New A. B. T. Coin Chute

LOS ANGELES—Paul Laymon, West coast representative of the A. B. T. Mfg. Co., announces a new visible coin detector chute by A. B. T. They have made a further improvement in their Triple tumbler coin chute by placing a coin detector window in a position enabling the coin to be seen from the top. Many location owners find it embarrassing to deliberately look for the coin when the detector window is not easily seen. With the new A. B. T. detector the coin is visible by glancing down as the location owner verifies a player's score. This new chute with the different placing of the coin detector window bids fair to achieve great popularity.

Colorado

G. T. Flanigan, Pueblo operator, reports a dandy business with his operating route and refreshment parlor.

Denver and Colorado Springs are the two outstanding coin machine centers of this Rocky mountain state. Coinmen throughout the state visit these two cities to look over the new games arriving each week. Locations in Colorado are all well taken care of with hundreds of new machines in evidence.

Mr. Mehl of the Eureka Novelty Co., Aurora, has a nice string of machines turning him in a steady income.

D. A. Collier of Cripple Creek is going from early morning until late at night taking care of his spots.

Frank Graham and R. C. Constable have the town and territory around Victor pretty well covered with high class machines.

The Waugh Novelty Co., of Denver, is one of the oldest coin machine firms in the entire state. Other outstanding distributors and operating firm in Colorado are the Eureka Novelty Co., Shulman Vending Co., Pikes Peak Novelty Co., Newel Novelty Co., Atlas Sales Co., Star Vending Co., Werdin Sales Co., Keith Dist. Co. and the Western Novelty Co.

SPECIAL TRADE CHECKS
Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100	$3.50	400	$ 9.00
200	5.50	500	10.00
300	7.50	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise.
Supreme Products Co., 333 N. Michigan Ave., Chicago, Ill.

Morris Furniture Mfg. Co.
Congratulates
HARRY WILLIAMS
AND
BALLY MFG. CO.
on the Sensational Game
SIGNAL
Morris Furniture Mfg. Co.
4433 South Alameda
Los Angeles, Cal.
"Makers of Fine Cabinets for Today's Best Games"

SPECIAL
SALE EVENT

To celebrate our merger, we are conducting the most spectacular sale in coin machine history. Individually, our firms were powerful factors in the distribution of coin operated machines. Together, they become the largest Jobbing House in the United States. The machines listed below are only a small part of the special values offered. Many more of the popular machines of the day can be found in stock at both offices at prices that must interest you. If there are any special machines which you have been thinking of adding to your equipment, write at once for our special sale price on them.

All Machines Brand New, and in Original Cartons

World's Series	new	**$37.50**	Sale Price	**$17.50**
Chicago Club House (With Divider)	new	**$24.50**	Sale Price	**$16.50**
21 Venders	new	**$21.50**	Sale Price	**$18.50**
Big Bertha	new	**$37.50**	Sale Price	**$34.50**
American Beauty	new	**$39.50**	Sale Price	**$37.50**
Fleets	new	**$36.50**	Write For Price	
Forward Pass	new	**$36.50**	Sale Price	**$30.50**
Pushover	new	**$34.50**	Write For Price	
Step Up	new	**$37.50**	Sale Price	**$27.50**
Relay	new	**$32.50**	Sale Price	**$25.00**
Big Bertha Sr.	new	**$52.50**	Sale Price	**$45.00**

The above listed machines are brand new, and in original cartons. These prices are quoted only to celebrate our Merger. They will be in force only for the month of September. After that all machines go back to the original price. Our sale applies not only to these new machines, but also to used machines. Our stock of used machines is too large to be listed. You can depend that it will include everything that you could possibly want. Contacts, all sizes; Jig Saws, World's Series, Streamlines, Big Broadcasts, Airways, five-foot tables of a dozen different kinds, Forward Pass machines in the De Luxe, Junior and Senior sizes; Puritans, Pokoreels, Sweet Sallys, and everything else in the industry. This is a bona fide mark-down sale, and don't forget it. Our prices on used machines will be right, so don't hesitate to ask for a quotation.

Big Special on Ball Gum. Five Star Ball Gum, made by the American Chicle Co. This is their better grade of gum, and is known to all operators as the mark of quality. For this special sale, our price will be only

$11.50 Per Case of 10,000 Balls

Freight prepaid anywhere in the United States.

Remember the sale ends on October first. Further remember we have the largest stock of parts in the country, and if there is anything you need to keep your machines running, don't hesitate to ask us for it. We are sure to have it in stock.

Advance Automatic Sales Co.
1082 Golden Gate Avenue
SAN FRANCISCO, CALIFORNIA

Western Distributors, Inc.
3126 Elliott Avenue,
SEATTLE, WASHINGTON

DOES "QUALITY" PAY

By JAMES C. GAFFNEY
Sales Manager International
Mutoscope Reel Co., Inc.

In the many years that I have been connected with the sale of Electric Traveling Cranes we have often had to consider the question "Shall we build our crane cheaper and sell it cheaper or shall we maintain QUALITY?"

One reason why this question is particularly timely right now is because a large number of pin game operators are sort of "growing up" into the operation of large machines like our Crane and Shoot-O-Matic and accustomed as they are to low priced games costing about $25 to $50 they are shocked, hurt, and surprised when they learn a Crane costs them $275.

"Why," they want to know, "can't you build it cheaper?"

Of course we could build a cheaper Crane. As Shakespeare, Oscar Wilde or Heywood Broun once said: "There never was anything made that someone couldn't make worse and sell for less." We could use a cheap, light wood for the cabinet, cut down on the fool-proof refinements of the mechanism—and probably sell many more units BUT when we think of the grief that would result to the operators, and when we think of the sad experiences of the few manufacturers who built cheap diggers in the past but couldn't get away with it, we are more convinced than ever that it pays to stick to QUALITY!

The real meat of the Digger operator's problem is not "How cheap I can buy a machine" but "How can I make the greatest profits from my operation—and how can I PROTECT those profits year after year."

Making the Greatest Profits

Making money with a Crane means getting a good location. The finest paying spots—those you hear about that take in as much as $100 a day—are high class locations with a "front" to keep up. A cheap machine or one that is repeatedly out of order would not have any chance of getting or **holding** such a location.

When you put a Crane on location you are really putting a Silent Salesman to work for you selling novelties. If you put a real salesman on the road you want him to present a fine appearance. Most manufacturers have found it is much better to send out one high class salesman than two cheap men.

It is equally important to give your high class salesman high class merchandise to sell and the Crane operators who are "cleaning up" the big money are those who give the public merchandise that really tempts them to play—no 5 and 10-cent store claptrap.

Protecting Those Profits

We have in mind two kinds of protection—you know a machine that is filled with valuable merchandise and considerable cash is quite a temptation to pilferers. Therefore we have always felt it desirable to offer maximum protection. No one can steal merchandise by breaking through the glass because we use shatter-proof safety glass. No one can bore through the back because we use a French plate glass mirror back. No one can insert wires through the delivery chute or any other part of the machine and fish out prizes because every opening is protected by steel barriers! All of this as well as numerous other refinements we put into both our Electric Traveling Crane and Shoot-O-Matic cost money that could be saved. It would make our machine cheaper to you at the beginning but a lot more expensive in the end.

The other kind of protection we mean is protecting your profits over a period of years—a machine that costs you $275 and lasts for five years costs you only $55 per year, whereas a cheap machine that might cost you only $150 and last a year at the most is really three times as expensive!

The idea of running the same machine for as long as five years may not sound just right to the non-digger operator, who has been operating novelty machines with a new idea every few weeks making all previous machines junk.

This is not true in this business, and I say business advisedly, because it is more than the old time operating, it is a real business that has grown to such proportions, with millions invested and thousands employed, that it must be recognized by the authorities and the public and given the consideration and protection it deserves.

Pin game operators who are contemplating entering the higher paying digger field will be interested in learning of the many men of no previous automatic experience who have made good with Cranes in the last few years.

I number among my best Crane operators executives, merchants, real estate men and other business men who either left their previous occupations or who started out to supplement their incomes. It never was a question of the amount of the original investment with them! Their only thought was "How much income will this bring me?" When I showed them black and white figures they said: "If you can prove these figures we'll invest!"

The reason they were skeptical was that they had never received so phenomenal a profit on their investments in their regular business.

It is both a matter of business satisfaction and of personal pride that I can say we never fell down in "proving by actual demonstration" that our profit predictions were underestimated rather than overestimated.

The other day I made a statement to a prospective buyer that an Electric Traveling Crane costs less than two dollars and seventy-five cents a week! He said: "How do you figure that out?" And I proved it to him:

Your total cost is $275.

The trade-in value of an Electric Traveling Crane has never been less than 50 per cent.

Thus at the end of a year your actual cost has been $137.50.

Divide that by 52 weeks and you have an exact cost of $2.64 per week.

Talking of trade-in values, the wise automobile buyer always takes that into consideration. In fact it is a vital part of the cost and it should receive the operator's attention when buying diggers.

In this test as in all others that I have discussed here QUALITY comes out on top. That's why we have decided that Quality and Earning Power—**not** cheapness, should be the major factor in both manufacturing and purchasing Digger equipment!

•

The young bride sadly said: "Men are too mean for anything."

"What's the trouble now?" asked her best friend.

"Why, I asked Jack for the car today and he said that I must be content with the splendid carriage that nature gave me."

FINAL FORMS FOR THE 2nd ANNUAL FALL SPECIAL

REVIEW

CLOSE OCTOBER 1

Mail Copy to Reach Us By That Date

Speed Keynote In Plant Opening

CHICAGO—Chicago coin machine manufacturing circles have witnessed a surprise in the speed shown in the opening of the Century Manufacturing Co., and the step-up to big production within the short time of two weeks, states the BILLBOARD.

Bud Leiberman and William Nathanson, of this firm, have shown their organizing ability in this development. The Chicago plant was opened with abundant facilities for producing games and within four days was turning out the FORWARD PASS pin tables. Production is now at a high peak and the firm is very much encouraged. FORWARD PASS appeared on the West Coast, went through its developmental and test periods there before the opening of the plant in Chicago.

•

Congratulations...

EDITOR, THE REVIEW:

I want to congratulate you for the fine appearance of your anniversary number and also to thank you for the excellent publicity you gave us in connection with our advertisement in that issue.

H. B. Jones, Adv. Mgr.,
Bally Mfg. Co.

EDITOR, THE REVIEW:

I just received the first Anniversary number of THE REVIEW and I want to offer my congratulations for a greatly improved publication.

Having been in the publishing business, I realize only too well that your organization must have had something on the ball to have been able to record such progress in the short period of a year. I hope that future years will be as successful as your first one.

J. K. Morley, Adv. Mgr.,
O. D. Jennings & Co.

EDITOR, THE REVIEW:

I read with much interest your ever improving publication which you have so kindly mailed to me.

James H. Lane,
Los Angeles, Cal., Operator.

EDITOR, THE REVIEW:

Yessah, a right pert issue that July number. Glad to see you going so good and trust you keep hitting 'em high, wide and handsome.

Tom Murray, Editor,
THE AUTOMATIC WORLD.

EDITOR, THE REVIEW:

Must congratulate you on your publication.

Schott Bros.,
Yuma, Ariz.

EDITOR, THE REVIEW:

I want to compliment you on the greatly improved appearance of THE REVIEW. I'm sure that its improvement will bring you greater success.

C. A. Bowman,
Rock-Ola Mfg. Corp.

Smiles and Chuckles

Sidebottom—It's no use trying to produce any results worth while unless you stick to your work.

Shadbelly—That's exactly what I did when I tried to enamel our old bathtub.

•

Wifey—Darling, if some bold, bad kidnaper should come and take me away would you offer a ransom?

Hubby—Yes, I am always glad to reward those who do something for me.

•

Bank Cashier—What is your name?

Indignant Customer—Don't you see my signature?

Cashier—Yes, that's what aroused my curiosity.

•

Small Boy—My dad's got a new set of teeth.

Friend—What are they goin' to do with his old ones?

Small Boy—I s'pose they'll save 'em and cut 'em down for me.

•

Wifey—Mrs. Smart has a new hat, darling.

Hubby—Well, if she were as attractive as you are, dear, she would not have to depend so much on millinery."

•

"Too bad about Tom and the girl he's engaged to. Neither of them is good enough for the other."

"Where did you get that idea?"

"I've been talking the match over with both families."

•

He was seated in the parlor
And he said unto the light:
"Either you or I, old feller,
Will be turned down tonight."

•

Husband: You accuse me of reckless extravagance. When did I ever make a useless purchase?

Wife: Why, there's that fire extinguisher you bought a year ago. We've never used it once.

•

"Good morning, Mrs. Kelly," said the doctor. "Did you take your husband's temperature, as I told you?"

"Yes, doctor, I borrowed a barometer and placed it on his chest; it said 'very dry' so I bought him a pint of beer an' he's gone back to work."

•

"May I have your daughter for my wife?"

"Bring your wife around and we'll see."

•

SOUTHERN GENTLEMAN

"If you can stand one more story about the city salesman who registered at the small southern hotel," writes Joey Nash, "why, then, here it is:

"This bird arrived at the hotel very late one night and was advised that he'd have to share a bed with another man because the place was so crowded.

"He was assigned to a room in which a drunken Texas cowpuncher had the other half of the bed. The puncher had been too stewed to undress and had rolled into bed with his entire outfit on, including his spurs.

"The room had no light, so the salesman undressed in the dark and crawled into bed. Every time the cowpuncher moved his spurs dug into the salesman. The latter man stood it as long as possible—and then shook the cowboy until he awakened him.

"'Say,' he demanded, 'who do you think you are, anyway?'

"'Suh,' was the drawled reply, 'Ah'm a southerner and a gentleman.'

"'Gentleman, h—l!' fumed the salesman. 'If you were a gentleman, you'd cut your toenails!'"

I am proud to call MERRY-GO-ROUND our greatest achievement! It will be your biggest opportunity for profit!

Dave Gottlieb

• ROTO-DISCS •
the Greatest
Thrill Intensifier
Since Ball Traps!

Size:
40" Long
20" Wide

only
$39.50
Tax Paid

F.O.B. Chicago

MERRY GO ROUND
the Phenomenal Pin Game

"We smashed all precedent to give operators and playing public this amazingly novel game!"

"IT IS TRUE that our greatest successes (and likewise yours) have been based on ideas that dared to be different.

"In Merry-Go-Round I feel we are offering the coin machine world an entirely novel departure. A game that imitates no one! A machine that packs the strongest action wallop of any game we have ever produced. An attraction that achieves the pinnacle of appeal . . . speed . . . fascination and earning power!

"We have developed in Merry-Go-Round an amazingly new means of scoring. For the first time aluminum **Roto-Discs** automatically, without electricity, toss, pitch and whirl balls into scoring pockets. Three **Roto-Discs** are capable of spinning simultaneously, creating a thrilling spectacle of action!

"These **Roto-Discs** do more to stimulate excitement; to draw and hold patronage than any device I have ever seen.

"This feature plus such mechanical and operating advantages as a gold Bakelite finished Playing Field of tempered Masonite, new A. B. T. Super Coin Chute that permits last coin visibility through the field, Single Ball Release and other innovations will make Merry-Go-Round the top-notch play-getter of the year!"

THIS STATEMENT BY DAVE GOTTLIEB IS IMPORTANT to everyone in the coin machine trade. For the features he describes cannot **ALL** be found in any other machine!

Merry-Go-Round's playing action is unique! Picture this action—As a ball goes through the "Entrance" a bell rings and the ball is automatically carried one-quarter turn on the first Roto-Disc. A second ball adds another quarter turn, dropping the first ball on the second Roto-Disc. Subsequent balls successfully shot through the "Entrance" set the three Roto-Discs spinning wildly, dropping balls into the 2000 Score Pocket. Out Balls return when third disc spins.

This amazing action plus Merry-Go-Round's inviting beauty is positively irresistable! Prove it to your own satisfaction by operating Merry-Go-Round now!
At your jobber today!

Sensational Features

New Aluminum Roto-Discs	Single Ball Release Bell Rings
Gold Bakelite Finish Playing Field	Out Balls Return
Warp-proof Tempered Masonite Panel	40"x20" Walnut Finished Cabinet
New A. B. T. Super Coin Chute	Natural Maple Trimmings & Moulding
Last Coin Visible Through Field	Chromloid Track And Many Others!

Actual 60-Day Test Proves Merry-Go-Round's Outstanding Ability!

Merry-Go-Round was tested in actual locations in Chicago for 60 days before introduced. Here are some of the reports:
"Merry-Go-Round led every other game in receipts."
"Not one minute of play lost during the entire time because of mechanical defects."
"There was always a crowd around Merry-Go-Round."
"Everybody was thrilled watching the Roto-Discs whirl and pass the balls."

Proven—America's Greatest Attraction!

D. GOTTLIEB & COMPANY
2736-42 N. Paulina St. Chicago, Ill.
London, England—Burrows Automatic Supply Co., 78-81 Fetter Lane

Pacific Coin Machine Review

PAUL W. BLACKFORD
Editor and Publisher

JOHN SPITLER
Circulation Manager

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LOTTERIES

The time is not far distant when a national lottery, state lotteries, and lotteries of all types will be permitted in the United States under government supervision.

During the past four years we have seen the return of beer, the return of hard liquor, the return of horse race betting, and an ever-increasing feeling toward liberalization of public desires, whims and vices.

Lotteries have come in for their share of publicity in the papers and even the conservative magazine, LIBERTY, has seen fit to devote its valuable editorial page to announcing its stand in favor of national lotteries.

In his article Mr. Macfadden states: "It has been stated that in one city of 10,000 inhabitants there are 112 local lotteries; that in another city of 90,000 inhabitants two thirds of the population play these chance games.

Now, here we have a similar situation to that which existed during prohibition. People insist upon gambling, and no laws will deter them. If they cannot play games of chance lawfully, they will play them unlawfully. And here is where the financial highwaymen amass huge fortunes.

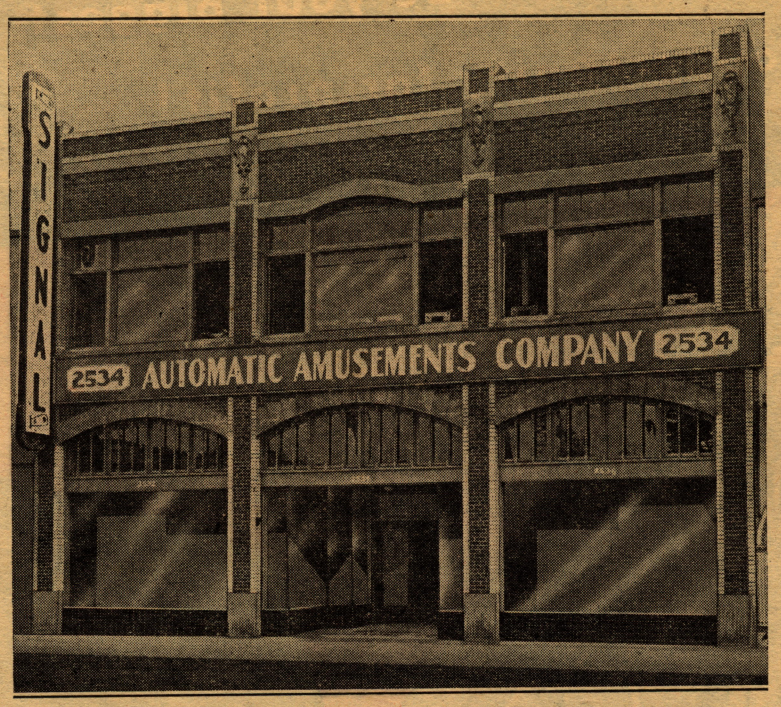
The government might just as well capitalize on the folly of its citizens in this instance, as it has in the prohibition situation. The instinctive desire to gamble cannot be suppressed."

The desire to gamble is ever present. No matter by what method or means suppression is attempted, it will crop out in some form. "There is nothing wrong with gambling," Mr. Macfadden states, "if those who play can easily afford to lose the money they risk. Hundreds of millions have been taken from racketeers and bootleggers and turned over to the government in taxes on liquor through the annulment of the prohibition law. Similar profitable returns can be made by the annulment of the anti-gambling laws and the adoption of the license system for all sorts of lotteries and gambling."

It will be interesting to watch the growing sentiment in favor of legalized gambling.

FINAL FORMS FOR THE
2nd ANNUAL FALL SPECIAL
REVIEW
CLOSE
OCTOBER 1
Mail Copy to Reach Us By That Date

Where SIGNAL Was Born



Behind the entrance show above is one of the best equipped pin game factories in the entire country. In this modern factory the first SIGNALS were designed and manufactured. The game, invented by Harry Williams, attracted coast-wide attention and the Bally Mfg. Co. has purchased the future rights to its manufacture.

American Beauty Has Steady Appeal

CHICAGO—The American Beauty game which is manufactured by the G. B. Daval Company, Inc., has gained universal acclaim as one of the steadiest money-makers on location. Operators, jobbers and distributors everywhere attribute the successful sales of this game to its steady appeal for the players.

Sportlands in the East are featuring complete sections of these games and owners here state that the players seem to want the ringing bell, the total score register and especially the fascinating catapult shot action. The American Beauty pioneered the catapult shot to the coin machine industry. These Sportland owners also state that one reason they prefer the American Beauty is the fact that they do not have to keep a man over the games all of the time nor are they worried about any arguments with their players because of the tilter. The American Beauty four-way tilter, which is as yet unequalled, prevents argument with the players. The reason is because when the American Beauty game is tilted the scoring on the register stops at the time of the tilting and though the player receives all of his balls, which are attested to by the Ball-O-Meter on the game, he cannot score any further.

ATTENTION, OPERATORS
An experienced mechanic and operator on slot machines and marble tables, open for position anywhere. Sober, reliable, best references, years experience. Recently completed Gold Award attachment for Jennings and Mills, Rock-Ola J. P. fronts. Have at present good proposition open. Requires small amount capital. Act quick. Box 5, Pacific Coin Machine Review, 1029 W. Washington Blvd., Los Angeles.

MUST BE PONTIAC . . . OR WALK!

SEATTLE — You might just as well ride the street cars if you can't afford a Pontiac, according to W. C. Hilligoss, Sales Mgr., for the Eldridge Motors, here.

Hilligross sent the following letter to THE REVIEW after reading in the July issue about Jack Roberts buying a new Terraplane.

"Jack Roberts showed me the enclosed clipping which appeared in your July issue. Yesterday Mr. Roberts gave us an order for another Pontiac, so I am taking this opportunity to let you know that he purchased a new Pontiac, not a Terraplane."

"According to Mr. Roberts, when you mentioned Terraplane you are, he says, no doubt trying to make him feel or think that he is still afoot."

West Coast Inventors

The following patents have been issued to west coast inventors by the United States Patent Office during the past month:

A patent No. 1,967,633 was issued to Arthur C. Smith, Pasadena, Calif., covering a dispensing pump to operate on one or a plural number of coins, and assigned to William A. Smith, Easton, Pa.

No. 1,967,737 was granted the Globe Binocular Corp., Seattle, to cover coin-controlled binoculars.

No. 1,968,833 was issued to A. I. Hondeville, Merced, Calif. Patent is for a towel servidor and was assigned to Serv-A-Towel Mfg. Co., San Francisco.

No. 1,968,885 covers a dice-throwing apparatus and was issued to Jacob Ginsberg, Los Angeles.

No. 1,969,429, a football game of skill for two players, was granted to Walter L. Scott, Long Beach, Calif.

Under date of Aug. 14 the patent office issued patent No. 1,970,005 covering four claims allowed on the multiple coin separator, issued to William L. Gilchrist, Los Angeles, and William T. Hoofnagle, Glen Ridge, N. J., and assigned to Rowe Slug Ejector Co., Ltd., Los Angeles.

No. 1,969,960 is for a drink dispensing machine and has been issued to Hosmer L. Blum, San Francisco.

No. 1,970,006, a coin-controlled vending machine, issued to William L. Gilchrist, and assigned to the Rowe Vending Machine Corporation, Ltd., Los Angeles.

Decision in South Africa

CHICAGO. — Word has just been received from Capetown, South Africa, that Airway has been officially approved by Capetown authorities. The decision held that the game is "definitely a game of skill which requires power of concentration." As a result of this decision the Capetown firm, which has already distributed hundreds of Airways is arranging for further large shipments of Bally products, including the newest Bally hit, Fleet.

Congratulations
HARRY WILLIAMS
ON THE SALE OF
SIGNAL
We are sure Bally Mfg. Co. will enjoy the same success with SIGNAL that you have had and assure you we will co-operate with them 100%.
R. H. OSBRINK MFG. CO.
1412 East 62nd Street Los Angeles, Calif.
Aluminum and Brass Products—Metal Stands for All Machines

TRIPLE THRILL
Still in the Lead!
NEW DEAL AMUSEMENT CO.
1356 W. Washington Blvd.
LOS ANGELES, CALIF.

Too Much of This And Too Much of That

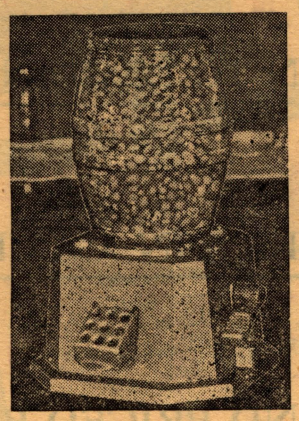
By H. J. COENEN, Corning, Calif., Operator

Last winter too much cold and too many chills,
Too many doctors and too many ills.
Too many druggists and too many pills,
Too much booze and too many stills.
Too many taxes and too many bills,
Too many widows and too many wills.
Too many autos and too many spills,
Too many millers and too many mills.
Too many rivers and too many rills,
Too many mountains and too many hills.
Too many movies and too many thrills,
Too much fashion and too many frills.
Too many operators and too many games,
Too many streets and too many lanes.
Too many people following the rails,
Too many convicts and too many jails.
Too many farmers burning up their straw,
Too many lawmakers, too much law.
Too many farmers with too much land,
Too many people losing their sand.
Too many plumbers forgetting their tools,
Too many donkeys, too many fools.
Too many grafters sitting on Uncle Sam's lap,
But the old fellow don't seem to care a snap.
Too many people bemoaning our sad fate,
Too many war debts on the old slate.
Too many butchers with too much meat,
Too many people with nothing to eat.
Too many bakers baking pie,
Too many people who want to die.
Too many bankers with too much gold,
And frozen assets (it sure was cold).
Too many mail clerks with nothing to do,
So I have to pay three cents to mail this to you.
Too many games but not enough players,
And we need a great many more taxpayers.

SOME GOOD EXCLUSIVE TERRITORIES ARE STILL OPEN!

The **DIXIE NUT SALESMAN** is especially designed for use on **BARS** and in **BOOTHS.** Its small size permits it to be moved up and down the bar so that it is always right in front of the customer. **IT SELLS MORE NUTS.** Because of its small size, the public knows that the nuts are always fresh.

Beautiful bronze finish makes this an attractive addition to any bar.



Only 11½" High and 6¾" Square at Base.

One man put 11 machines on trial in a California city. He said: **"They all did better than you told me they would."**

Write for more details of territory openings, investment required, etc. Send $5.00 for a sample machine to prove to yourself that this is the **CHAMPION SMALL VENDING MACHINE.** Act now, before the territory you want is gone.

DIXIE NUT COMPANY

Suite 234, 1315 East Seventh St. Los Angeles, Cal.

TRinity 7938

Operating Picture Changes In New York City

By WILLIAM GERSH

NEW YORK—For the first time in many months the operating picture here is changing daily. When operating was more or less a hazardous adventure operators of various daring natures were enmeshed in the business but now that the operating of legal (or what the local officials term as legal) games with licensing to control their operation and elaborate plans being made for the licensing of the operators themselves and in the very near future an absolute control of the locations which have machines, becoming a surety, the operating picture today represents more or less a combination of business men along the lines of the national "new deal."

Today's operator may be called the "new deal" operator from all reports current here. He does not sneak down an alley to purchase his machines, nor operate them in the back room of a speakeasy. Today his purchases are conducted as openly and legitimately as they are in any chain drug or grocery store. His next move is to go direct to the city licensing department and obtain a license for his new location owner, his next step is to deeply study the location so as to assure himself just what sort of machines the players appreciate and also what the best means for stimulating the play of the games is necessary.

The "new deal" operator is more or less a scientific operator. His brother in the dim, distant past, placed a machine on location and usually told the storekeeper that he was working for some large firm, therefore he was but a poor employee receiving a commission of the receipts. This form of sympathy usually gained him a better break with most location owners. Today many operators are known to refuse certain locations because either the owner or the location itself is contrary to money earning possibilities. When he does adopt a new location his first move is to impress the owner with the strength of his local association. Number two move is even more impressive, the legality of the machine itself and the obtaining of the necessary license. This latter conversation is usually whispered to the owner accompanied with a few knowing winks and the impression is left that the owner is dealing with some sort of a political big wig. The framing of the license on the premises of the owner has actually become a ritualistic ceremony. The location owner is then told of the many hardships which the "new deal" operator has been forced to undergo to obtain all these (few more winks) necessary appendages to the operation of the machine on his premises. He is also emphatically impressed with the fact that to be an operator he must actually be registered at the city hall and that he (wink again) must know the right people. He is told that he couldn't purchase a machine if he even so desired and if he did it would cost him a possible $100.00 per year just to have the machine on his premises plus the license plus the actions of the legal talent of the "new deal" operators' associations, et cetera.

In short, the "new deal" operator is today the new deal business man. It is also rather questionable as to whether these actions and powers which the operators have gained have caused the manufacturers to feel any better toward the common gentry. A manufacturer who, even by error, should sell a machine direct to a location owner in a large metropolis anywhere near a large coin center, would suddenly find himself in receipt of a threatening letter from the nearest association, declaring that unless this action stopped immediately a boycott of his products would be declared thruout the territory and that fellow associations would be more than happy to join the boycott.

By such actions the "new deal" operator and his association are forcing the manufacturers to recognize the jobbers in his area. At the same time the "new deal" operator is not in sympathy with his jobber at all. He calls the jobber more or less of a grafter and profit scourger and ready to cut the neck of every operator. Yet, by his own immediate actions the "new deal" operator is driving the manufacturer to jobber.

The jobber, in turn, is having his hands full as the operating picture changes. Today, larger, roomier, more impressive quarters are expected of him. He is threatened with loss of sale because the "new deal" operator has learned that a smaller jobber is willing to give him a dollar or two more as trade-in value for a machine. At the end of the year the jobber finds himself loaded down with used machines and also finds when his accountants get digging through his books that all his profits are in those useless used machines piled high in his warehouse.

So the buck is being continually passed along the line and a vicious circle is forming which seems to have no end. The operator is daring his locations owners today because of the powers which the licensing departments have invested in his operations of coin machines, the location owner is losing the tang of the adventure which was formerly connected with the machine on his premises. He can't even steal a few pay-out dollars any more the way the manufacturers are constructing the present games. Then the jobber gets it in the neck from the operator, and the jobber passes it on to the distributor, who, in turn, passes it back to the manufacturer and the manufacturer desperately strives to satiate all parties concerned only to find that he has placed himself in the middle of the entire mess, so he decides to wash his hands clean and allow himself to be called the foulest of all foul rascals and adopts a passive attitude, telling his representatives to solve their own problems.

But the "new deal" operator of today wants everything solved. So many problems have already been solved for him that he desires an answer to everything there is in the merchandsing cycle. And more or less the "new deal" operator is acting like a little boy who has stuffed himself with turkey and knows that, sooner or later, severe cramps are going to start and that a dose of castor oil will be the only solution.

•

Wise: "Are you the young lady who took my order?"
Waitress: "Yes, sir."
Wise: "You're still looking well. How are your grandchildren?"

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COMMERCIAL PHOTOGRAPHERS

A thorough knowledge of the photographic needs of the coin machine industry.

1231 So. Olive St. Los Angeles PRospect-9161

ROCK-OLA PRODUCES A NEW COUNTER GAME

CHICAGO.—According to reliable sources, the average location owner pays out anywhere from $50.00 to $250.00 each day in change. This change is generally made up of pennies, nickels, dimes and quarters.

What happens to all these coins? As the customer steps away from the counter he pockets his change and that's the last seen of it in that particular spot. But the chances are that a counter game, placed in a strategic spot near the cash register, would corner quite a few of the coins that daily flow over thousands and thousands of counters in a never-ending stream.

Yet a survey made by the Rock-Ola Corporation shows that most counters are entirely devoid of any game whatsoever. Why, then, is this? Why, if there are such possibilities for counter games, aren't more of them operated? The survey reveals an answer.

It seems there are two big reasons why more counter games are not operated, and why they do not make the profits made on pin games.

As is well known, the pin game operator has a variety of machines. Each kind of game has a different appeal. When the earnings on a certain game start to decline in one location he switches it to another, taking the game out of the second location and putting it in the first one.

He can do this with pin games for there is quite a variety to choose from. With counter games, however, it is a different matter. There are comparatively few counter games and these have appeals which are basically the same. So the counter game operator in the past has not had the freedom of switching one game to another location as he can do with pin games.

But today, things have taken a turn for the better. So the Rock-Ola Mfg. Corporation has come out with HOLD & DRAW!

One of the big factors which point to the success of this clever, little machine, is the fact that it is, in reality, five games in one! But more of that later.

Now going back to the subject of why more counter games are not operated in view of the great possibilities for such machines, there is one other thing which has stood in the way of their making pin game profits.

And that is the attitude of the location owner. Before HOLD & DRAW came out, operators found that location owners hesitated to place a game on their counters.

Here is the reason: manufacturers of the articles in other lines of business which the location owner sells have long been accustomed to supply him with magnificent counter displays. They are all that could be asked in the way of beauty, sales appeal, and decoration. They add to the good looks of his store. They brighten up his counter. They help him make more sales.

Naturally he is disinclined to take these down and make way for a counter game unless such a game has the same decorative features and beauty of his counter advertisements.

Here again HOLD & DRAW has scored—this time with rich, impressive beauty.

By making a game with five sets of interchangeable appeals, the Rock-Ola Corporation not only saves the operators money, but also saves them a good deal of trouble inasmuch as he is spared the necessity of carrying one machine from one location to another.

All he needs to do is make the change right on the location. And this can be done in just a minute or two.

Cigarette Reels

The five different appeals for HOLD & DRAW are provided by five sets of reels strips. For instance, there are the cigarette strips. On each of the five strips are pictures of the leading makes of cigarettes, such as Chesterfields, Camels, and Luckies. In addition the number 1 appears on the first reel, the letter "P" on the second reel, "A" on the third reel, "C" on the fourth reel, and "K" on the fifth reel. These numbers and letters when lined up in a winning combination spell "1 Pack" indicating that the player wins a package of his favorite brand of cigarettes.

Over each reel there is a control button which allows the player to HOLD whatever he wishes and to DRAW again without depositing another coin. Hence the name HOLD & DRAW.

Draw and Stud Poker Games

America has the reputation of being the greatest card playing nation on earth. So it is to be expected that a game of this type should have as one of its appeals, the nationally (and even internationally) known game of Draw Poker and Stud Poker.

On the first spin, if the player should get a queen on the third reel and also one on the fifth reel he would want to HOLD these two cards. So he presses down the buttons over the third and fifth reels. Then lightly he touches the handle again without depositing another coin and draws three cards in the hope of getting three or four queens, two pairs, or perhaps a full house.

Bell, Fruit, Dice, and Number Reels

This same principle of HOLD & DRAW is followed out when using the other strips. Imagine what fascination there is on the well-known Bell Fruit reels. All his life the player has just been missing the "three bars." How often he has wished that he could spin one more reel to draw a winning combination.

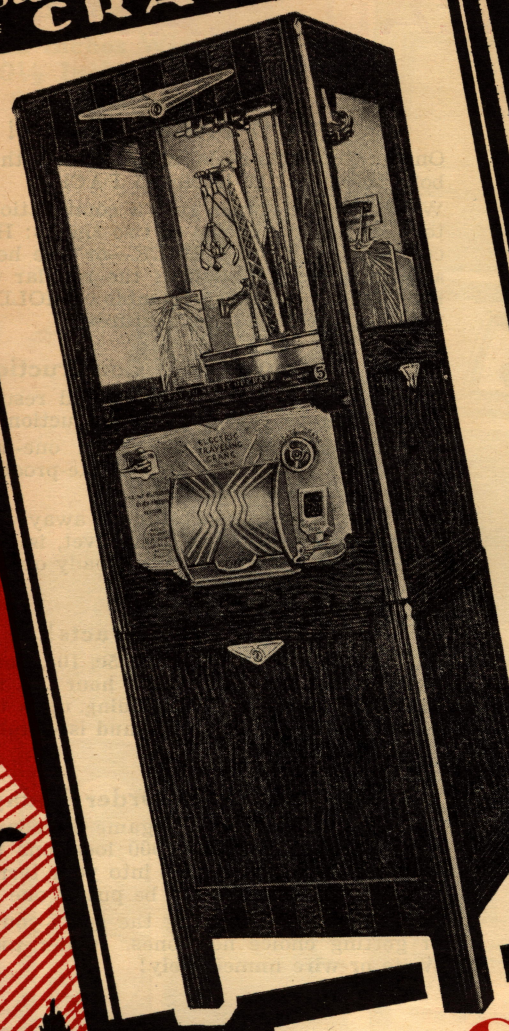
HOLD & DRAW gives him the chance he has always wanted. Perhaps that is one reason why this game has become so popular not only with the operators, but with the players, also.

GOLDEN GATE
WE HAVE IT!
AL GUSTAFSON
126 Elliott Ave., West Seattle, Wash.

SIGNAL
A TRAFFIC COP CAN'T KEEP THEM AWAY
ELECTRO
EXHIBIT'S COMPANION TO LIGHTNING
GOLDEN GATE
NOT JUST ANOTHER PIN GAME
MYSTERY SIX
IT'S A REAL WINNER AND PRICED RIGHT
MAJOR LEAGUE
YOU CAN'T GO WRONG ON THIS ONE
AL GUSTAFSON
126 ELLIOTT AVE., WEST SEATTLE, WASHINGTON
PHONE—GARFIELD 6412

The 2 BIGGEST MONEY MAKERS of the Year!

"Electric Traveling CRANE" TRADE MARK



SHOOT-O-MATIC TRADE MARK

COMPARE!

. . . when you buy a car you think of both first cost and trade-in value.
. . . when you buy a business you consider both the original investment and the potential profits.
. . . In the Digger World, "Mutoscope Merchandisers" lead in both TRADE-IN VALUE and EARNING POWER—COMPARE!

LIBERAL TERMS TO QUALIFIED PARTIES

TRADE MUTOSCOPE MARK — WORLD FAMOUS SINCE 1895

INTERNATIONAL MUTOSCOPE REEL CO. Inc. 445-57-W-31ST ST. NEW YORK CITY

P.S.

WE ARE MOVING TO MUCH LARGER QUARTERS NEXT MONTH
25,000 SQ·FEET *at* 516-522 WEST 34"ST· NEW YORK CITY

America's MOST Counter Gam

... with YEAR-AHEAD FEATURES!

1 CIGARETTES

Most fascinating of all. New exclusive "1 PACK" feature results in extra play and profits.

2 DRAW and STUD POKER

America is the greatest card playing country in the world. Poker reels are sure money-makers. HOLD and DRAW can be played two ways—Draw or Stud Poker.

3 BELL FRUIT

Now you can offer your players the big appeal of the Bell Fruit reels.

4 DICE

Every tavern and cigar counter has its dice box. HOLD and DRAW'S Dice reels offer an easier and more fascinating way to "roll the bones."

5 NUMBERS

Player draws for "high" or "low" score. Always popular, the Number reels now become doubly attractive because of the "free-spin" feature.

50,000 locations are ready for this latest Rock-Ola Product.

Ready to welcome this MIRACLE OF BEAUTY! Ready to acclaim it the most distinguished counter game of all time!

Modern Beauty and Color!

A famous designer and a great artist combined their talents in the creation of the cabinet. The result is a masterpiece.

In HOLD and DRAW you have the richest-looking game America ever beheld!

Just picture to yourself . . . an ultra-modern cabinet styled like a skyscraper . . . finished in a rich coppery-brown enamel . . . and set off by the flash and sparkle of gold and silver trimmings!

That's **beauty** for you. Beauty that will command the choicest locations in your territory.

HOLD and DRAW Feature!

Incorporated in HOLD and DRAW is the exclusive feature of giving the play **2 spins for 1 coin.**

After the first spin, the player—by means of the five control buttons—can **hold** whatever cards he wants and **draw** new cards on the second spin.

This free-spin feature makes HOLD and DRAW the only game that lets the player use his own skill and judgment . . . the only game that lets the player feel he can control the results.

5 Games in 1!

With every HOLD and DRAW game you get five different sets of reels. There are the ever-popular Card reels—the tried and proved Bell Fruit reels—the fascinating Disc reels—the new Number reels—and the up-to-the-minute Cigarette reels.

"1 PACK" Feature!

On the Cigarette reels, in addition to the regular symbols, there are the letters: 1 PACK.

Whenever the player gets a combination of these letters, he has the choice of two things: He can draw to complete the word 1 PACK—or else he can draw for a winning combination of the regular cigarette symbols. This is one more example of HOLD and DRAW'S many exclusive **playing** features.

Year-Ahead Construction!

HOLD and DRAW is the finished result of advanced engineering of year-ahead construction.

It operates silently. It has a one-unit, removable mechanism. Its reels are shake-proof, and the reel strips are oil- and dirt-proof.

Every unnecessary part is done away with. The whole mechanism, down to the last rivet, is simplified.

To you this means sure and steady operation, satisfied locations, and greater profits.

Special Facts!

HOLD and DRAW takes 1c, 5c, 10c, and 25c coins . . . plays one hundred games an hour . . . takes in $1, $5, $10, and $25 an hour depending upon the coin played . . . has a Ball Gum vendor and is suitable for all locations everywhere.

Be First—Order Today!

HOLD and DRAW is the game of today. It will soon hold the spotlight in 50,000 locations throughout the country. And once it gets into your territory, all other machines of its type will be put to one side.

So make sure of keeping the spots you now have and of getting choice new ones. Order today. Be first. **Write or wire immediately!**

Rock-Ola Manufacturing Corp.

617-631 West Jackson Boulevard

CHICAGO, ILLINOIS, U. S. A.

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This price change v
Because
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HOLD AND DRAW

A BRILLIANT ADDITION TO THE ROCK-OLA LINE OF FAMOUS NATIONAL

T DISTINGUISHED

me!

SIZE:
12 Inches Wide
10½ Inches High
9 Inches from Front to Back

HOLD AND DRAW
REG. U. S. PAT. OFF.
TWO SPINS for ONE COIN
FIRST—Deposit coin and press handle to spin reels.
SECOND—Press buttons to hold reels desired. THIRD—Press handle again to draw to hand.
PATENTS PENDING
10
K
J
A
Q
1¢ BALL GUM 1¢
RMC
FOR AMUSEMENT ONLY
HAND
Free Games
ACES UP
A Pair of Aces and Another Pair 2
THREE OF A KIND 2
STRAIGHT
All in Rotation, Regardless of Suit 5
FLUSH
All of One Suit, Regardless of Rotation 5
FULL HAND
Three of One Kind and Two of Another 10
FOUR OF A KIND 15
STRAIGHT FLUSH
All of One Suit in Rotation, as 3-4-5-6-7 25
ROYAL FLUSH
Ace, King, Queen, Jack, Ten of One Suit 50
GUM

$29.50 ★

1 or 100

his price is subject to hange without notice. ecause of the Govern- ent's plan to raise rices, the cost of ma- rials is increasing very day. Prompt ac- on, therefore — before rices go UP—will save ou money.

Guarantee

You must be satisfied. You can't lose. Try a sample HOLD and DRAW for a week or even ten days. If it does not prove to be the **fastest** and **steadiest** money-maker you ever had, send it back for a prompt refund of your money in full. Get your sample now. **Write or wire immediately.**

NAL SUCCESSES! SEE YOUR NEAREST ROCK-OLA DISTRIBUTOR AT ONCE!

The world is virgin territory for....

DIXIE BELL

A machine that is new, original, beautiful—
a fast and steady producer; a reel-control machine

A GAME of SKILL

For years the coin machine trade has demanded a machine that would embody the many features of the DIXIE BELL—a machine that would be permanent, trouble-proof, simple, safe and a steady producer. Believing that we could design such a machine, we set our engineers to work on models and plans and now—after two years of untiring effort—we present to you the DIXIE BELL. Its mechanical features have been perfected and refined through months of location-tests during which time the DIXIE BELL was put to every possible test of endurance, efficiency and of production income.

During these gruelling tests it proved itself the outstanding machine wherever operated. And, today, one machine, after a full year on location, is getting more play than it did during the first days of installation and there have been no mechanical difficulties in the meantime. That proves that it is a machine that will last a life-time.

The care and precision with which the DIXIE BELL is built and the high quality of material and workmanship which go into it make the DIXIE BELL a trouble-proof machine—a steady, uninterrupted income-producer.

Ten days free trial

Write for our 10-day ***Free Trial*** offer and guarantee. You can't lose with the DIXIE BELL.

The machine for every counter!

When you place your order for DIXIE BELL you are assured that it will be a steady money-maker that will serve you faithfully, year in and year out. Nothing about it that will break or get out of date. (We have put every operating part to the severest laboratory as well as location test.)

The DIXIE BELL is now available for immediate delivery in 5c play machine only.

NOTICE: *The DIXIE BELL machine is fully protected by U. S. Patent Rights. Anyone imitating any part thereof will be vigorously prosecuted.*

ABSOLUTELY ONE PRICE **$38.50** **PLUS TAX, F.O.B. 1-3 Cash, Balance C.O.D.**

DIXIE MANUFACTURING CO.

(INCORPORATED)

1306-08 S.W. First Avenue :: PORTLAND, OREGON, U.S.A.

Modern Merchandising

National Venders Have Coast Office

LOS ANGELES—Mr. E. C. McNeil Southern California representative for National Vendors Inc. St. Louis, Mo. Mfgr. of "The New National Cig. Vendor" reports that practically all of the leading independent cigarette operators of Los Angeles have purchased a number of these machines and they have proven very satisfactory. As Mr. McNeil says, "When operators such as Harry Steel, Al Weymouth, Ernie Brenan, Geo. Ovian, Bill Ash, C. B. Stancliff, Chas. Proffott, F. W. Straw, I. Goldstein, S. L. Marcus and others endorse our machine we must have a winner."

Mr. McNeil is particularly well suited to represent the National Vendors Inc. here in Southern Calif. because of his past three years experience as an operator in this city of Merchandise Vending Machines. He understands the daily problems operators have to contend with and has always done his part with both time and money through the Cigarette Association of which he was one of the charter members and organizers. This year he is Vice President of the association and 100 per cent for it.

His object in appointing the Western Vending Machine Co. as So. Cal. jobbers for the new National Cig. Vendor is for the purpose of rendering a faster service to operators on delivery. Eventually Western Vending will have a stock of this machine on hand for immediate deliveries at all times where as now it takes from two to four weeks before delivery can be made. This will be big help to the average operator who wishes to purchase a machine quickly to secure some new location.

MR. E. C. McNEIL
California Representative for National Vendors, Inc.

Movie Giants Once Operators

The massive Paramount Studios in Hollywood and a string of Paramount Publix Theaters from coast to coast; and the giant Fox Movietone City Studios and Fox Theaters throughout the world are the results of two mens' foresight in realizing the possibilities of the vending machine and the penny arcade.

Adolph Zukor, head of the Paramount studios, started his business career in the United States with a string of penny arcades. Coming to this country 41 years ago from Hungary he was impressed by the way thousands of people found amusement in arcades. This impression stayed by him, although circumstances forced him to accept various odd jobs at as low as two dollars a week. Later he went into the fur business, and although he made a moderate success at that he could not forget the penny arcades. He saw millions in the vending machine, and he convinced Marcus Loew, deceased head of Loew's Theaters, to go in partnership with him in a string of penny arcades located throughout the east.

William Fox, like Zukor, began with a penny arcade, then became a theater owner and then organized his own studio and theater circuit.

Joseph M. Schenck, present head of 20th Century Pictures, also started in the amusement game business and in 1908 operated a small amusement park in Chicago with a penny arcade the central attraction.

Sales Reach New Peak

MORRIS, Ill.—In looking over the activities of the various manufacturers of bulk vending machines one cannot help but pay particular attention to the Northwestern Corporation.

This veteran concern, which is one of the industry's pioneers, certainly believes in keeping the wheels moving. Already it appears that their sales this year will reach a new peak as more and more operators turn to Northwestern equipment. And even though 20% more help has been added over last year, with production stepped up in all departments, they still find it difficult to maintain the prompt shipments for which they have become noted.

According to W. E. Bolen, a big share of this success can be attributed to the fact that Northwestern specializes in the most desirable type of vending equipment. By constantly improving and developing new ideas, this equipment has been brought to a point where it will really earn big money for operators. "Then," continues Mr. Bolen, "Northwestern has always been known for its square and fair business policy and when an operator once deals with us we believe that he cannot help but appreciate the assistance and co-operation we give him."

FINAL FORMS FOR THE 2nd ANNUAL FALL SPECIAL
REVIEW
CLOSE OCTOBER 1
Mail Copy to Reach Us By That Date

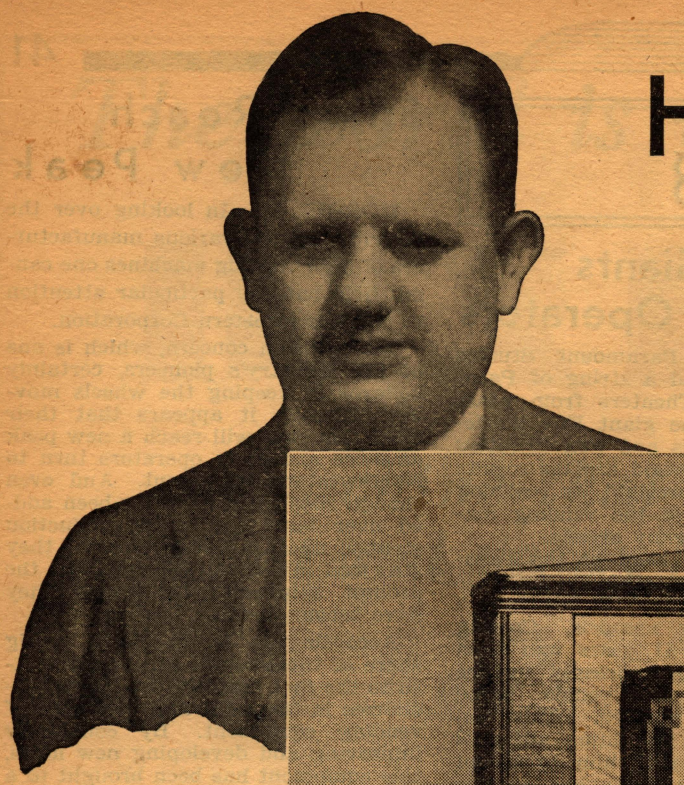
NOVELTY IMPORTING COMPANY
NOVELTY MERCHANDISE
L. H. STRICKLER, Owner and Manager
Southern Pacific Building, 36-40 Steuart Street
SAN FRANCISCO, CALIFORNIA
Telephone: SUTTER 0889

ONE OF THE FINEST LINES OF PREMIUM AND NOVELTY MERCHANDISE IN THE WEST

We Carry in Stock More Than 500 Items Suitable for Premiums on Pin and Marble Games, Digger Machines, Punch Boards, etc.

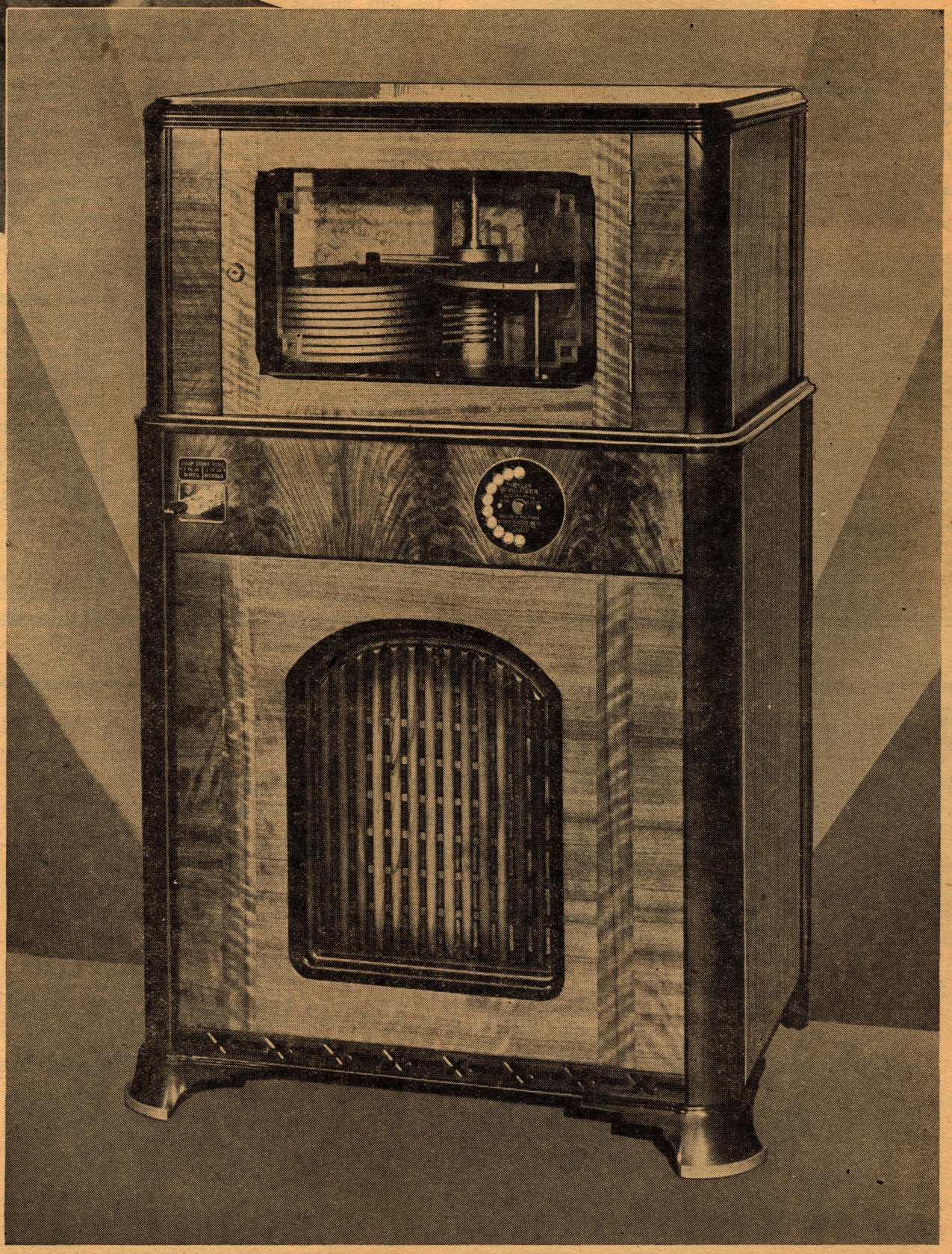
See Our Display of Merchandise Directly Imported by Us or Write Us Your Requirements

Golden Gate—Electro Lightning—Lightning
Three Proven Winners Now on Display in Our Showrooms
CALIFORNIA DISTRIBUTOR FOR
EXHIBIT SUPPLY COMPANY



HOMER E. CAPEHART

says



WURLITZER SIMPLEX

The Wurlitzer-Simplex now standard equipped with combination nickle-dime coin slot

"the WURLITZER-SIMPLEX AUTOMATIC PHONOGRAPH *is the biggest money maker in the field today" . . . . .*

This is the first full year under Repeal. This Fall and Winter season it will be "Dine, Dance and Drink" as never before. And, the fellowship of companionable glasses brings out the nickles and dimes for coin-operated music.

Cash in on this money-making situation with the Wurlitzer-Simplex Coin-Operated Phonograph. Some operators are taking in as much as $10 per day from a single machine.

The Simplex leads the field in PROFITS because it has a handsome cabinet that's compact enough for easy transportation——mechanical simplicity and efficiency that cuts down service calls to a minimum—matchless tone that's uncannily life-like and last, but not least,—*the Wurlitzer-Simplex Multi-Selector.*

This exclusive Simplex feature permits patrons to select from one to ten recordings at a time. They can deposit from one to twenty nickles —from one to ten dimes, or a combination of these two coins—buy a solid hour of continuous entertainment. The Simplex always plays the record or records the customers want to hear.

If you haven't already investigated the Wurlitzer-Simplex Proposition, you're passing up the chance of a life-time to make real money. Use the coupon—or, better still—WIRE US TODAY for full information on available Simplex territories.

The RUDOLPH WURLITZER MANUFACTURING COMPANY
NORTH TONAWANDA - - NEW YORK

COIN-OPERATED PHONOGRAPH

The Wurlitzer-Simplex

The Simplex is the only automatic phonograph made that has the Wurlitzer-Simplex Multi-Selector which permits from one to ten records to be selected at one time and repeated if desired.

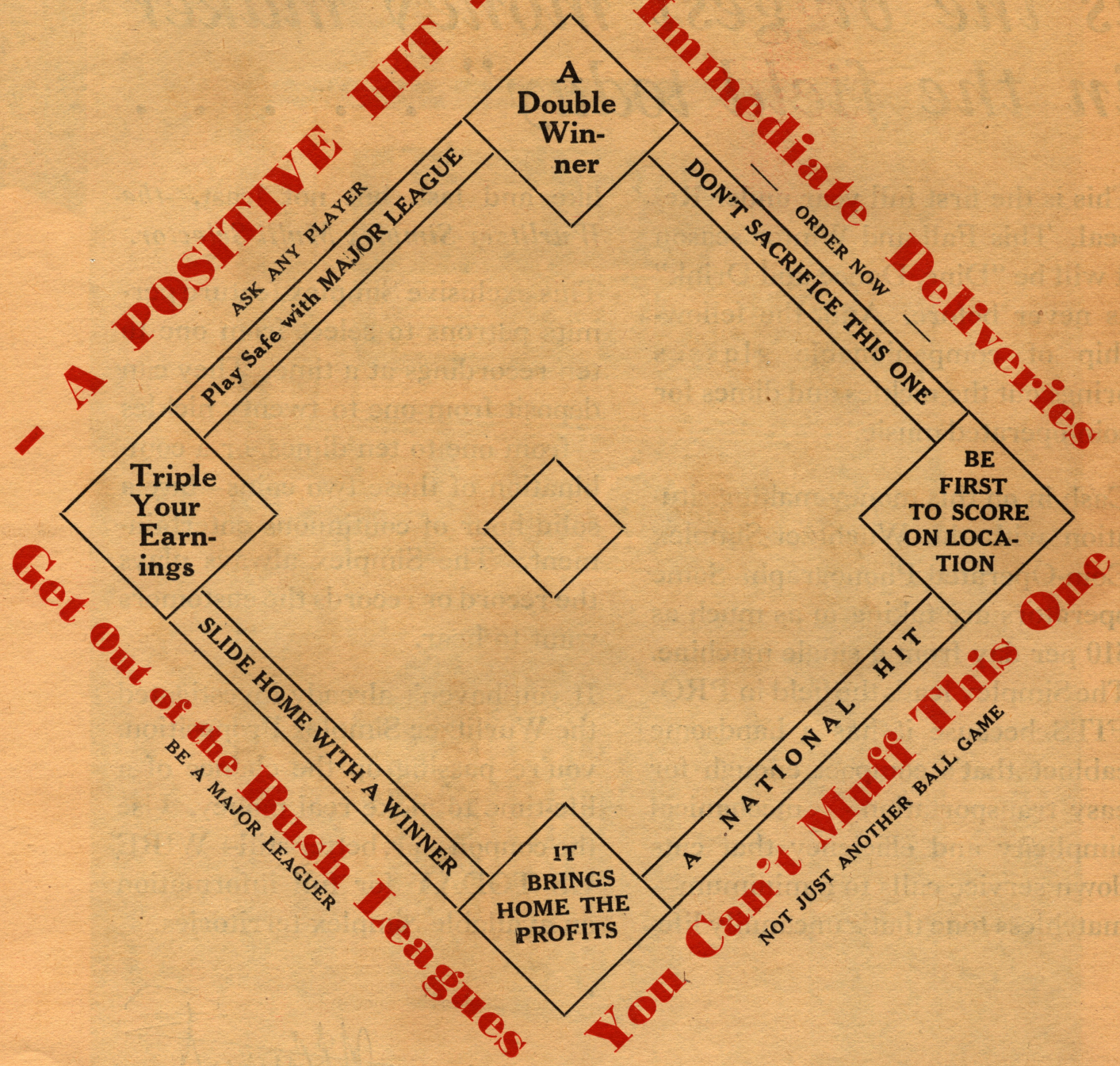
The Rudolph Wurlitzer Manufacturing Co.,
North Tonawanda, N. Y.

I WANT ACTION AND BIGGER PROFITS. RUSH ME DETAILS ON WURLITZER-SIMPLEX PROPOSITION.

Name..... **Address**.....

City..... **State**.....

Major League


- A POSITIVE HIT -
ASK ANY PLAYER
Play Safe with MAJOR LEAGUE
A Double Winner
Immediate Deliveries
ORDER NOW
DON'T SACRIFICE THIS ONE
Triple Your Earnings
SLIDE HOME WITH A WINNER
IT BRINGS HOME THE PROFITS
A NATIONAL HIT
BE FIRST TO SCORE ON LOCATION
Get Out of the Bush Leagues
BE A MAJOR LEAGUER
You Can't Muff This One
NOT JUST ANOTHER BALL GAME

A GUSTAFSON

126 ELLIOTT AVE., WEST

SEATTLE WASHINGTON

PHONE—GARFIELD 6412

Gottlieb's New Machine Is Merry-Go-Round

entitled "Notice of Infringement"; that these so-called "Notices of Infringement" bore at the top thereof a legal venue and were circulated by Callison for the purpose of causing the petitioner's customers to believe that they were some form of legal process authorized by a court of competent jurisdiction; that unless the plaintiff Callison is restrained from intimidating, embarrassing and harassing the petitioner and the petitioner's customers and users and operators of the petitioner's machines, including those hereinbefore mentioned in its and their business of amusement-game apparatus and is restrained from carrying out threats to sue the petitioner's customers, the petitioner will be irreparably damaged and its business of amusement-game apparatus forever demoralized and destroyed.

A hearing in the petition has been set for September 7 before the District Court of the United States for the Western District of Oklahoma at Oklahoma City.

It is reported that two large manufacturers of amusement-game apparatus located in the Middle West have instructed their attorneys to file damage suits against the Dean Novelty Company, of Tulsa, Okla.; William E. Callison and Callison's backers, charging them with conspiring to damage the business of those manufacturers.—Reprinted from The Billboard, issue of Sept. 1.

CHICAGO—D. Gottlieb & Co. announce that on September 15th their jobbers and distributors will display for the first time a sensational new game called Merry-Go-Round. The development and manufacture of this game at the local factory has been shielded in utmost secrecy because of the unique features embodied in it.

While the game was in the process of development, one of the largest operators of amusement machines on the Pacific coast visited the factory and was shown the working model. So confident was he that this machine will be a winner that he did not hesitate to place a substantial order for several hundred machines.

Sol Gottlieb Company, local distributors for products of D. Gottlieb & Co., state that Merry-Go-Round will be on display on their showroom floor on September 15th.

•

Paul Henry Takes Vacation

LOS ANGELES—Paul Henry, alert young salesman with the Sol Gottlieb Company, is on a vacation trip with Mrs. Henry through Northern California and Oregon. While away Paul will visit some of the operators and jobbers and tell them of the new machines now being offered by the Sol Gottlieb Company.

Two 1934 Sensations!

It's very seldom that a manufacturer brings out two outstanding money makers in succession. It's almost unbelievable when a manufacturer brings out two big successes within one season . . . but that's exactly what the Daval Mfg. Co. has accomplished. During the past season it has introduced to the coin machine trade two of the finest machines and best money makers the trade has ever known.

BIG BERTHA

"THE BEST YET"

Everywhere you go they're playing BIG BERTHA—consistently, hour after hour, day after day. —AND Everywhere they're saying, "BIG BERTHA is THE BEST YET" — There's a Reason! Order Today and learn why!

SIZES

Junior
41" Long
19" Wide

Senior
46" Long
22" Wide

BUY . . . Both Sizes

BIG BERTHA Is America's Steadiest MONEY-MAKER

BIG BERTHA "Junior" has a two-toned natural redwood cabinet. Solid, new style, reinforced, 2-tone modernistic striped legs. The "Zephyr" Lift and Plunger Combination has a new style measuring gauge. Two beautiful, highly polished, metal cannons. New rifle trap holes, balls remain on the board, rifles cross each other and close the hole to further balls. Bell rings when ball enters "Range Finder" or "Reserve" holes. LAST COIN VISIBLE. 4-Way Tilter. Perfect steel balls for speedy play.

BIG BERTHA "Senior" has a new idea gray toned, marbleized paneled cabinet that fits perfectly in the most exclusive de luxe locations. Large size glass marbles. Double score marble. Smooth, speedy, skillful action. Large, handy money box. BIG BERTHA "Senior" is the perfect size for the larger de luxe locations EVERYWHERE.

Junior Model — $37.50

American Beauty

IMMEDIATE DELIVERIES FROM STOCK!

"WHAT A GAME"

AMERICAN BEAUTY is setting a NEW PROFIT STANDARD for ALL American Games!!
The Super-Beautiful SENIOR De Luxe Model, using a Larger Playing Field, has MORE Thrilling, Captivating ACTION!
The ORIGINAL CATAPULT Mystery Score, "Up the Board" SHOT! The Precision Built AIRPLANE DIAL Single Unit Total Score Register. THE UNEQUALED 4-Way TILTER. The Ball-O-Meter that counts accurately every ball played. The 2-Toned Cabinet. THE MOST CAPTIVATING REPEAT PLAY ACTION OF ANY PIN GAME IN HISTORY!

JUNIOR MODEL
36" Long
16½" Wide
The Greatest BIG money-maker of them ALL! A 36" Cabinet Game that fits anywhere and **everywhere.** BUY BOTH SIZES TODAY!

ORDER TODAY!

$39.50

DISTRIBUTED ON THE PACIFIC COAST BY

Advance Automatic Sales Co.
1082 Golden Gate Avenue
SAN FRANCISCO, CALIFORNIA

Western Distributors, Inc.
3126 Elliott Avenue
SEATTLE, WASHINGTON

TRIPLE THRILL

A Proven Winner!

NEW DEAL AMUSEMENT CO.
1356 W. Washington Blvd.
LOS ANGELES, CALIF.

Washington

Al Gustafson reports that J. Frank Meyer, of the Exhibit Supply Company, is taking in the sights abroad, first a letter from London, then Paris and next Germany. Al tells us that Mr. Meyer contemplates visiting Spain and Italy before returning to the good old U. S. When we hear stories like this it makes us forget that we ever heard of that old man that some people called Depression.

Jack McClelland of the National Amusement Company, was a visitor in Seattle about the middle of August. He told someone (confidentially, of course) that he would like to live in Seattle—except . . . that he was a member of the Los Angeles Chamber of Commerce and has his dues paid for the next 40 years.

Earl Heroux, a local printer, after having done a lot of printing for the various jobbers and distributors here, and getting a fair idea of what the pin games are doing, has re-entered the operating business. He'll trade a doughnut for a bake shop any time.

Seattle ops claim they have seen more new games of merit within the last 30 days than they have had the opportunity to gaze on in the past two years.

There is a little war on among Tacoma operators to see which one can sell the most machines to locations. If this hits you, no apologies.

In the August issue Art Weld said he knew a darned good prescription for a headache. Will someone who knows how, kindly get in touch with Art Weld and ask him to send me two quarts? I'll return the seals so he'll know I got 'em. I'll also send the three-cent stamp with the seals.

Mr. O. A. Donaldson, well known in Los Angeles operating circles, has been visiting in Seattle for the past two weeks. He says the swimming and brunettes, I mean beer, "is da purty gooda stuff."

If anyone knows Ray Swing's telephone number, call him up and ask how many Mint Juleps a man can drink and still drive on the pavement. Remember, I said call him on the phone. I didn't say ask him in person.

Mr. Clif Lewis of Los Angeles, has joined the forces of Al Gustafson in Seattle. I imagine Clif will run true to form and start inventing a machine a few weeks after he has been associated with the operating business (if he hasn't done so).

Someone wrote me that Tom Wall was in the hospital in Chicago when he made his business trip to the middle west. What was it Tom, high Blonde pressure?

It has been rumored that Jack Roberts, of Western Distributors, is going to sell his business and enter the typewriter game.

Not only the big shots are playing the Major League but a lot of the bush leaguers are spending their time trying to make a home run.

Since the beer "jernts" are closed on Sunday it gives the operators a chance to get out and enjoy some of the lake, mountain and ocean resorts. I haven't heard a one of them cry about it.

With so many new machines on the market at the same time some of the Seattle ops have solved the problem. I have heard that a few of them have had the motors in their cars souped up in the event they had to race to a location they could be there first. It seems that the old adage, "Love they neighbor," is no go in this business.

•

Bromberg Moves To New Quarters

LOS ANGELES—As the first move in an expansion program the Irving Bromberg Company announces its removal from the former location at 1034 West Seventh street to new and larger quarters at 2922 West Pico street.

Irving Bromberg, who has been in New York for the past several months handling the sale of Contact, is now back on the coast and is again at the head of the firm bearing his name.

•

Jobbing Firm Changes Name

LOS ANGELES—In order to give the personal touch to the firm's name the local branch of D. Gottlieb & Co. will henceforth be known as the Sol Gottlieb Company.

The change is being made, Mr. Gottlieb states, to personalize the operating name of the firm.

•

SUBSCRIBE for THE REVIEW TODAY!!

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

SIGNS
DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at

SEATTLE, WASHINGTON,
AUGUST 29TH, 1934.

PACIFIC COIN MACHINE REVIEW,
BOX 551, STATION C,
LOS ANGELES, CALIFORNIA.

WE ARE HAPPY TO ANNOUNCE THE MERGER OF THE ADVANCE AUTOMATIC SALES COMPANY OF SAN FRANCISCO AND WESTERN DISTRIBUTORS OF SEATTLE. BOTH FIRMS WILL CONTINUE TO OPERATE UNDER THEIR INDIVIDUAL NAMES AND AT THEIR SAME ADDRESSES. THIS MERGER MAKES US THE LARGEST DISTRIBUTORS IN THE COUNTRY. THE COMBINED RESOURCES AND DISTRIBUTION FACILITIES OF BOTH ORGANIZATIONS WILL CONTINUE TO BE AT YOUR DISPOSAL. WE ARE CONFIDENT THAT THE CORDIAL RELATIONS EXISTING BETWEEN US IN THE PAST WILL ALWAYS BE MAINTAINED.

LOUIS E. WOLCHER AND JACK D. ROBERTS.

Wurlitzer Phonograph a Product of 7 Generations

NORTH TONAWANDA, N. Y.—The constantly increasing demand for the fully-selective Simplex automatic phonograph has brought about the opening of new sales territories in the western part of the United States.

Mr. R. Q. Kramer, who maintains headquarters at the Crest hotel in Denver, Colo., is serving the states of Colorado, Utah, Montana, Idaho and Wyoming in the factory distribution of the Wurlitzer-Simplex.

Mr. W. E. Simmons has been placed in charge of factory sales in Southern California and Arizona and is maintaining headquarters at 1550 N. Wilcox Ave., Hollywood, Calif.

The Rudolph Wurlitzer Mfg. Co. may be looked upon as the world's oldest manufacturer of musical merchandise if one takes into consideration the fact that for seven generations the name of Wurlitzer has always been associated with the production of fine musical merchandise.

The House of Wurlitzer was founded in Saxony in 1701 by Hans Andreas Wurlitzer. He and his brother, Hans Adam, were sons of an eminent Saxon lute-maker. Employing inborn talents, Hans Andreas became even more famous as a lute-maker than the father by whose experience and counsel he had been enriched. Hans Adam served an apprenticeship as a lute-maker but later became devoted to the art of violin making. In 1732 he was honored by the Saxon Guild with the title of Master Violin Maker.

Since that time, through seven successive generations, the name of Wurlitzer has been inseparably identified with the progress of music. It is this organization today that is behind the Wurlitzer-Simple fully-selective automatic phonograph.

Long Beach Coin Machine Exchange
SALES AND SERVICE — NEW AND USED MACHINES
Our Motto: We Aim to Please
422 East Fourth Street — Phone 623-278
LONG BEACH, CALIFORNIA

Our Heartiest Best Wishes
— to —
Harry Williams and the Bally Mfg. Co.
For Using the Highest Quality Hardware in the manufacture of
SIGNAL
Chicago Visible Coin Chutes and Locks Used Exclusively
ROLAND E. LOOP
FACTORY REPRESENTATIVE
815 E. Washington Blvd. PR. 3647 Los Angeles

Congratulations
Harry Williams, on the sale of
SIGNAL
to the Bally Mfg. Co. We are glad to have played a part in the success of SIGNAL by supplying the batteries, and with
BURGESS BATTRERIES
in your new game we know it will be a winner
BURGESS BATTERY CO.
Western Sales Office
1724 South Flower St. Los Angeles, Calif.

Los Angeles

This has been a quiet month for Los Angeles operators. With the award cards off the machines the play has sloughed off considerably and many of the boys are taking advantage of the fact and taking well-earned vacations.

C. B. O. Quinn of Bakersfield, drops into L. A. every once in a while to pick up a few new machines for his choice cigarette locations in the valley.

William Cohen, owner of the Silent Sales Co., Minneapolis, visited in Los Angeles the past month and dropped in THE REVIEW office for a chat with the editor.

Phil Weiner of the New Deal Amusement Co., made a circle trip to San Francisco with his Triple Thrill game, visiting operators up the coast and down through the San Joaquin valley.

C. A. Blake says IF—he'll be in the market for the biggest offices in town.

A few L. A. operators journeyed to Long Beach a few nights ago to attend a meeting of a new operating association being formed there.

Marvin Koolish, son of Phil Koolish, local representative of the Pierce Tool Co., has been spending a few days back in Chicago and took a look in at the Pierce plant.

If all the telephone calls into THE REVIEW offices from operators during the past month regarding the L. A. condition were laid end to end, or tongue to tongue, heaven only knows where they would end.

Operators' meeting have been the popular thing the past three weeks.

•

SUBSCRIBE for THE REVIEW TODAY!!

THE REVIEW maintains a complete legal file containing court decisions favorable to the operation of pin games, diggers, etc., in various sections of the country.

This file will be loaned to any responsible parties needing it.

•

New Gum Vender Given Subway Test

NEW YORK—Stewart & McGuire report that subway tests made on their new penny gum machine prove the machine to be a real earner. Tests were made at the 42nd street station. A special design of penny machine, taller and made to conform with subway requirements, was placed here. Wrigley's tab gum is being used, the only gum allowed in subway sales.

The daily sales have averaged over 200 tabs per day by each machine. The regular model of the machine uses American Chicle peppermint and spearmint gum in tab form and it is hoped by Stewart & McGuire that operators will use the penny machine as standard equipment on all of their cigarette locations.

•

Abie: "Papa, what's science?"

Papa: "Don't be dumb, Abie, it's them things like what says 'Keep off the grass'."

A Call To Arms

EDITOR, THE REVIEW:

It has come to my attention that a plan has been worked out by a group of men headed by Jack Steel of this city, relative to the operation of marble games under the present conditions.

I took it upon myself to investigate this plan and found it not only practical and feasible, but the most logical and common sense method of proceeding under the present unsatisfactory conditions.

Now let's wake up fellows and put in operation the plan that will get us out of our present difficulties.

BOB TROW.

(THE REVIEW will forward on to Mr. Trow all inquiries reference to the above).

•

HEALION FIRST SPORTSMAN OP.

FAIRFAX, Cal.—According to word from the O. D. Jennings factory in Chicago, Mr. Frank Healion, local operator who has the distinction of being the first purchaser of a Jennings Jay Bell machine some years ago, also was the first California operator to place an order for the new Jennings "Sportsman."

•

New Model Fleet

CHICAGO.—In response to the demand on the part of operators and jobbers in all sections of the country, Bally Manufacturing Company has placed on the market a Senior Model FLEET machine, housed in a 44-inch by 22-inch cabinet, as compared to the 39 inch by 18 inch of the standard model.

•

Appreciates Aid

THE REVIEW:

Enclosed please find checks (less 2% discount) in payment of advertising in the Pacific Coin Machine Review.

All concerned are very much pleased with the way in which you handled this matter, and we wish also to express our appreciation of the article appearing in the same issue.

A LOS ANGELES MANUFACTURER.

Social Whirl In New Plant

LOS ANGELES—Owing to the phenomenal success that the manufacturers of Social Whirl have met within the past month with their new marble game creation forced the De Ta Corporation to move into their own building at 3337 Sunset boulebard, where they will have ample room to fill the demand for their product.

Business expansion and a firm believer in the future forced us to make the move, said Mr. Evans, an official of the company.

Social Whirl is receiving orders from all parts of the United States as well as supplying a prominent steamship line plying the globe with 45 machines for their many liners.

Mr. Homer DeWitt, an official with the company, has just returned from an extensive business trip for the firm up the Pacific Coast and left yesterday for New York in interest of the firm.

Social Whirl is offering an unique sales plan for operators in the matter of guaranteeing first class locations for the purchasers of their machines either in the city of Los Angeles or the county.

•

1934 Good Bally Year

CHICAGO.—Long an ardent foe of the idea that the coin-machine industry must go through a hot-weather slump every summer, Ray Moloney, president of Bally Manufacturing Company, points out that his firm is now engaged in showing up the "summer lull" fallacy.

"This summer," says Ray, "has been the best we have ever had. We employ more people and are shipping more machines than we have ever done in any corresponding period—and I'm not forgetting the hectic summer of '32."

FINAL FORMS FOR THE 2nd ANNUAL FALL SPECIAL

REVIEW

CLOSE OCTOBER 1

Mail Copy to Reach Us By That Date

SELLING OUT STOCK OF SLOTS

5c Jennings Triple Jack $19.75
Or Rock-Ola Front—Serial under 10,000

5c Mills, Rock-Ola Fronts $16.95
Same in Triple Jack, add $5.00 Extra

5c Mills Silent Escalator Front Venders $37.50

Penny Jennings, reconstructed $23.75

All Above Machines Are in Good Condition

Penny Antes, New, improved, trouble proof, gum venders $17.50

Used Penny Antes 8.95

Sweet Sallys 6.95

NEW MARBLE GAMES
Major League Signal FLEET and CONTACT

The Vending Machine Co.
316 West Pico Street Los Angeles, Calif.

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EXPERT WORKMANSHIP
MACHINE SHOP :: WELDING :: LOCKSMITHS
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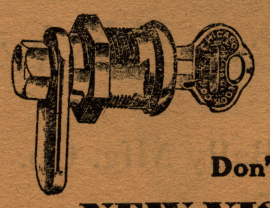

Coin Chutes and Locks

Don't Miss Seeing Our
NEW VISIBLE COIN CHUTE
Delivery—Two Weeks
Write or Call for Prices

IMMEDIATE DELIVERIES FROM STOCK ON HAND

ROLAND E. LOOP
Factory Representative
815 E. Washington Blvd. PR. 3647 Los Angeles

Pace Opens Coast Branch

H. R. MASER

San Francisco.—The Pace Manufacturing Co. has again re-established a direct branch office at their former location—Rooms 212-213 Marshall Square Building, 1182 Market Street, San Francisco. Due to the increasing demand for Pace equipment on the West Coast, they feel that it is necessary to have their own local office, as in this way they can give operators the benefit of factory prices, as well as factory service and cooperation. All Pace products are warehoused in San Francisco.

The new "1935" Pace COMET machines recently released are proving very popular with Pacific Coast operators and winning their enthusiastic acclaim. An excellent business is being enjoyed on this new machine in all sections of the United States, including the West Coast; also an extensive export business.

The new Race Horse Machine — Pace's Races—exhibited at the National Coin-Machine Show at the Sherman Hotel, Chicago, as well as at the Los Angeles Show, and which took both Eastern and Western operators by "storm," is now ready for distribution. A sample of Pace's Races will be on display in the San Francisco office within the next ten days.

In addition to offices and show-rooms, the Pace Company have also made arrangements for 10,000 square feet of space on the basement floor of the Marshall Square Building. It is their intention to establish here one of the most modern and complete shops West of Chicago. The very best and most up-to-date machinery necessary for repairing, overhauling and rebuilding all types of coin-operated machines will be installed. The shop will be in charge of a skilled and expert coin-operated machine mechanic from the factory—one who has had years of experience in the repair departments of the different factories in the East. They feel they are fortunate in being able to transfer this mechanic to San Francisco—it so happens, however, that he wants to locate in "Sunny" California.

We feel certain that H. R. (Dynamic "Hank") Maser, Manager of the Pacific Coast office and shop, needs no introduction to local operators; or in fact, operators anywhere in the United States. "Hank" is one of the real pioneers of the coin-operated machine industry, having started at a bench in the "slot-machine" department of Mills Novelty Company more than twenty-five years ago. Since that time he was connected with the sales department of that same company for a number of years and was also in charge of their Pacific Coast office for several years. Maser has been located in San Francisco for the last ten years, and during the past five years has been connected with the Pace Company. On account of his wide and varied experience in this particular field, he is very well equipped to understand the operator's problems and requirements and give him 100 percent service and co-operation at all times.

Mr. Maser extends a cordial welcome to all West Coast operators to visit his offices and show-rooms.

WAHOO Is Eckhart Game

CHICAGO.—A new game, WAHOO, has been announced by the C. F. Eckhart Company here during the past week. The game, a new principal in marble games, is one of the most attractive games on the present market.

The game boasts of 14 outstanding features and has 11 winning holes and only nine losing holes. It is an automatic payout table said to gross from $25 to $50 a day.

Two-Slot Idea Successful

CHICAGO.—"The only machine with a 5-cent slot that actually takes in 10 to 25 cents per game." This is how Ray Moloney, president of Bally Manufacturing Company, describes CHAMPION, Bally's new automatic pay-out pin game.

This description naturally arouses curiosity, as it is difficult to see how a 5-cent slot will take in up to a quarter a game. The answer is that CHAMPION is equipped with two slots. One is the regular slot which gives the player 10 balls for 5 cents. The other is a special "Out-Hole Ball Recovery" slot. After playing 10 balls, player can get back as many out-hole balls as he desires by depositing coins in the special slot. "Out-Hole" balls are released one at a time at 5 cents each. Location tests indicate that this clever new feature will triple collections. A player who lacks only one ball to win a substantial payout will almost invariably deposit another nickel to get back one of the Out-Hole balls.

Another clever idea used in CHAMPION is the Mystery Gold Award. A supply of special tokens are furnished with each machine. Each token has a "Free Game" value, ranging from 5 to 20 free games. Complete instructions for operating the Gold Award plan are furnished with each machine. It is said to be simplicity itself, and less than a minute of the operator's time is required to arrange for an intermittent payout of the Gold Award Token in place of the regular coin or token.

A neat but colorful display card is also furnished calling players' attention to the Extra Special Gold Award. and a clever operating plan has been worked out which enables operator to get the full benefit of the Gold Award with a remarkably small increase in pay-outs. Location tests, according to Ray Moloney, Bally's president, show an increase of $10 to $25 in weekly collections, due to the Gold Award feature alone.

Do You Want Next Month's REVIEW?

Starting next month the REVIEW will be mailed only to those who have already subscribed. A few sample copies will be mailed to new names but no repeat copies will be mailed to those who have received the paper in the past and have not mailed in their subscription.

The October issue will be our Second Annual Fall Special and will be a truly outstanding number. Mail the blank below today!

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Cigarette Operators

By ART WELD

Boys in the profesh are sorry to lose Smitty (Arthur E. Smith to the uninitiated). Smitty, who was the industry's most energetic playboy, now has a whole flock of pinball games to play with. When I asked him if he liked them better than cigarette machines, he contactfully evaded the question.

* * *

I've been trying to find out how business is with the various slug collectors. It seems the boys who want to buy more cigarette machines try to convince the operator who wants to sell that business is on the fritz. And the op who has some to sell tells the man who wants to buy that biz never was better. So what?

* * *

V. T. Whitten never misses an association meeting. He says little, but I'll bet a good brass slug against a counterfeit dime that he can tell some of the noisy boys a lot about the business. He operated various machines in New York City for years before the chain stores opened their strings of chisel factories.

* * *

Chris Weber, inventor and builder of a new type cigarette machine, continues to divide his time between operating his string and perfecting a coin chute that will shoot the naughty old slugs.

* * *

E. C. McNeil, vice president, who may grow into being president some day, has taken the agency for a cigarette vender of national reputation.

* * *

Will Ash is gradually pulling his machines out of the high license district and placing them in territory where city officials have a heart instead of a hand. He favors the San Fernando valley and has moved his teepee to Newhall.

* * *

What cigarette machine operator recently retired a very beautiful blonde from circulation? Maybe you'll find out if you Will Ash. (Yes, I know; a pun is the lowest form of humor.)

* * *

W. P. Johnson, acting secretary of the association, and who does something or other at the Rowe office, got a 'phone call for a machine the other day which went something like this:

Voice: "This is the So-and-Sew gas station and I want a cigarette machine right away."

Pete: "Are you open all night?"

Voice: "No, but we get lots of calls. Got to have it today sure. We had a machine here but the operator was always crabbing about it being short and full of slugs so he took it out this morning. Will you bring it right out?"

(You guess.)

Congratulations

Bally and Automatic Amusement Co., on

SIGNAL

Electrical Work Developed and Supplied by

Hy-Ef Electrical Prod. Co.

1515 W. Pico Blvd.

Los Angeles EX. 2221

Electrical Specialists to the Successful Coin Machines, Contact, Signal, Etc.

TRIPLE THRILL

Assures Large Profits!

NEW DEAL AMUSEMENT CO.

1356 W. Washington Blvd.

LOS ANGELES, CALIF.

Viking Gets New Territory

SAN FRANCISCO—The Groetchen Tool & Mfg. Co., manufacturers of the Dandy Venders, Pok-O-Reels and the 21-Venders, have awarded the Viking Specialty Company supervision of additional territory, so that the Viking concern now are their exclusive distributors in Oregon, Idaho, Utah and Nevada in addition to the California territory that has been covered by Viking for the past few years.

The machines manufactured by Groetchen are of exceptional quality and absolutely guaranteed against mechanical trouble. They have proved exceptional money-makers and are outstanding successes in the field of counter machines.

The Viking Company invite correspondence from jobbers and operators in Oregon, Idaho, Utah and Nevada and they are desirous of establishing agencies in these territories.

Two new counter machines will soon be announced by the Groetchen Tool & Mfg. Co., and a warehouse stock will be carried in San Francisco by the Viking Specialty Company.

•

Gold Award on Bally Game

CHICAGO — No bets are being overlooked to insure juicy collections from Bally Manufacturing Company's new automatic pay-out pin game, CHAMPION. In addition to the Extra Slot, whereby players recover Out-Hole balls at 5 cents each, and which is said to attract one to five extra nickels per game, the machine also has a novel Mystery Gold Award feature.

A supply of special perforated Gold Award tokens are furnished with each machine. Each token has a "Free Game" value, ranging from five to fifty free games. Complete instructions for operating the Gold Award plan are furnished with each machine. It is said to be simplicity itself, and less than a minute of the operator's time is required to arrange for an intermittent pay-out of the Gold Award token in place of the regular coin or token.

A neat but colorful display card is also furnished calling players' attention to the Extra Special Gold Award, and a clever operating plan has been worked out which enables operator to get the full benefit of the Gold Award with a remarkably small increase in pay-outs. Location tests, according to Ray Moloney, Bally's president, show an increase of $10 to $25 in weekly collections, due to the Gold Award feature alone.

•

S. F. Judge Okehs Taxing

SAN FRANCISCO—Judge Frank W. Dunn strongly recommends the licensing of chance machines in order that the city may derive some revenue from their operation.

Mentioning the Irish Sweepstakes and many other well known lotteries that produce revenue for the government, Judge Dunn recommended that similar consideration be given to machines, as long as people insist on that form of recreation.

FINAL FORMS FOR THE
2nd ANNUAL FALL SPECIAL
REVIEW
CLOSE
OCTOBER 1
Mail Copy to Reach Us By That Date

Midge Ryan Real Veteran

SAN FRANCISCO—John (Midge) Ryan, western manager for the Mills Novelty Co., says that every day is a good day in the coin machine industry and that business on the coast gets better and better daily.

Midge has been in the coin machine business for more than eight years and has traveled the nation over, covering more than 10,000 miles. He has started more than five thousand operators in business.

Coin machine men from all over the country make it a point to drop in and see Ryan when in San Francisco."

"Coin machines are still in their infancy," Midge states. "Machines will soon be called coin merchants and coin entertainers. More and more the coin machine is used for pure sport and entertainment. People around the Golden Gate vary their parties with the use of coin machines. The coin machine has caught the forward movement now so prevalent in San Francisco and the entire coast."

•

Weiner Makes Northern Trip

LOS ANGELES. — Phil Weiner, head of the New Deal Amusement Company, has just returned from a circle business trip through northern and central California in the interest of Triple Thrill, the firm's game.

The trip took Weiner up the coast to San Francisco where he visited with jobbers, returning to Los Angeles by way of the San Joaquin valley.

•

Chicago Lock Appoints Agents

CHICAGO—Chicago Lock Co. has announced the appointment of Roland E. Loop as western sales representative with offices at 815 E. Washington Blvd., Los Angeles, California; and, to serve eastern territory, P. O. Anderson has been placed in charge of a New York City sales office at 125 Church St.

Both men were chosen for their wide experience as expert lock engineers, and the establishment of these coastal sales offices now makes Chicago locks available from coast to coast, greatly expediting service to lock buyers in these regions.

•

Judge: But, if you were doing no wrong, why did you run when the officer approached you?"

Prisoner: I thought he wanted to try and sell me a ticket for the policeman's annual concert!"

PHOTO ENGRAVING

THE REVIEW is prepared to take care of the photo engraving requirements of any coin machine manufacturer in its own plants. All of the cuts appearing in the news columns and the greater majority of the local cuts appearing in this issue are made by us.

Give us a call on your cut requirements. We can save you money.

Pacific Coin Machine Review
1029 W. Washington Blvd.
LOS ANGELES

Best Laff Of the Month

Lane, Bryant & Co.,
New York City.

Gentlemen:

I have your letter asking for the money I owe you for the brassiere I purchased some time ago. You will have to wait a while. I am sorry I ever got the brassiere for now I am flat-busted.

Very truly yours,
Sarah Trundlewitts.

Personal Contact Mohr Specialty

LOS ANGELES — "Personal Contact" is the slogan adopted by Mohr Brothers, distributors and jobbers of marble amusement games, located at 2916 West Pico Street, Los Angeles. Realizing the out-of-town operators are at a great disadvantage, in that they are forced to do the majority of their buying through the medium of circulars and advertisements, Mr. M. M. Mohr, of the above firm, accompanied by his able "stooge," Sid. M. Lewis, made an extensive trip through several of the western states with a complete sample line of popular coast manufactured marble games. "The reaction of the rural operator toward local manufactured games is indeed very gratifying," states Mr. Mohr. "Not only does the operator appreciate being able to personally inspect a game before purchasing but he is better able to judge the type of game that he feels would best suit the public's fancy within his immediate territory." "We wish to take this opportunity of thanking our many out-of-town customers for the courteous reception extended our Mr. M. M. Mohr," state Mohr Brothers.

Flashbacks

To Earlier Days of Operating

October, 1927.

Sleepin' Sam was the leading ball gum vender of the day. If the player was successful in guiding the gum to the proper place Sam caught it, immediately opened his eyes, and extended his tongue in a very comical manner. It had the natives roaring in its day.

January, 1928.

The California state authorities were after the vending machine lease and stock promoters.

Extensive plans were being made for holding the first coin machine show in Chicago at the Great Northern Hotel, March 15-17.

International Mutoscope Reel Co. was announcing a new set of miniature movies featuring Charlie Chaplin for arcade machines.

February, 1928.

The 2nd Show was being held in Chicago at the same hotel with the various exhibitors showing their products in rooms instead of booths.

Ball gum was $9.50 a case.

Edmund Fey was announcing his new Electrofire machine.

July, 1929.

The Amusement Machine Corp. of America with offices in Los Angeles, was announcing the premier showing of their All-American Automatic Baseball Game.

West Coast Novelty Co., in Vancouver, B. C., was selling a skill penny gum vendor, Honest John, for $37.50.

•

He: "We are coming to a tunnel. Are you afraid?"

She: "Not if you take that cigar out of your mouth."

Sensational Success
Meets Major League

Game is producing the same gratifying results that heralded CONTACT. Our operators find MAJOR LEAGUE the absolute answer to all their demands.

•

Operators

For Immediate Delivery Order From

Modern Amusement Co.
727 West Colfax
Denver, Colorado

SOLE DISTRIBUTORS
Wyoming — Colorado — New Mexico
— for —
Pacific Amusement Mfg. Company
Manufacturers

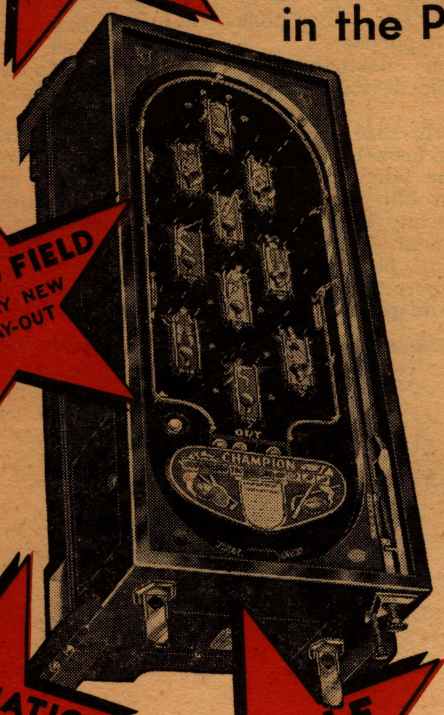
Bally's CHAMPION

MYSTERY GOLD AWARD

NEW PLAYING FIELD ENTIRELY NEW PIN LAY-OUT

AUTOMATIC PAY-OUT CHECK SEPARATOR IF DESIRED

DOUBLE SLOT



Has the Only Time-Tested AUTOMATIC PAY-OUT in the Pin-Game Field.....PROVEN SUCCESSFUL IN THOUSANDS OF LOCATIONS!

As originators and world's largest manufacturers of Automatic Payout SKILL-Games, Bally has exclusive rights on the only Pin Game Pay-out Mechanism proven positively bugless by months of trouble-free operation in THOUSANDS OF LOCATIONS throughout the United States. Due to the practical design, quality construction and money-making power of this exclusive payout feature, operators now realize 65% to 85% of their original investment through re-sale or trade-in of ROCKET—although machines have now been on the market almost an entire year.

NETS $50 TO $150 A WEEK

And operators are releasing their ROCKETS only because of the greater earning power of CHAMPION. Where ROCKET produced $15 to $50 weekly net profit, CHAMPION nets $50 to $150 due to the amazing EXTRA SLOT feature whereby players recover Out-Balls, one at a time, 5 cents each—and the exclusive profit-boosting MYSTERY GOLD AWARD. CHAMPION actually takes in 2 to 5 EXTRA NICKELS PER GAME! No wonder old time operators call it the slickest, quickest money-maker ever made!

Sensational 15 Day Guarantee

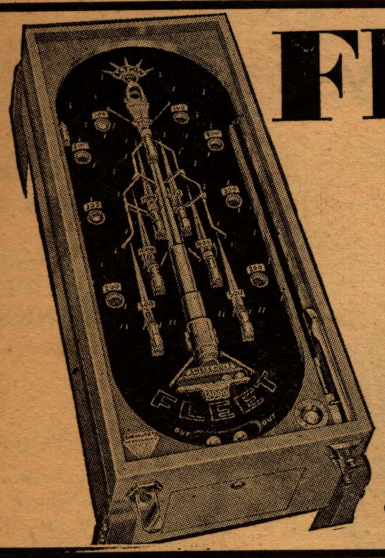
CHAMPION must be your biggest money-maker or you get your money back. Try a sample CHAMPION. If you don't find at least $10 in the cash-box after payouts are made, at the end of the first week and an equal amount the next week, return machine for full refund. **Order today from your favorite jobber, and start getting your share of the REAL HE-MAN PROFITS.**

No other manufacturer is authorized to use this Payout mechanism or EXTRA SLOT DEVICE.

Price $89.50

PRICE $89.50. Lots of 5 or more $86.50 each. Check separator $5.00 extra. One-third with order, balance C. O. D., f.o.b. Chicago.

FLEET



SHOOTS BALLS FROM CANNONS

7 Balls Advance at 1 Time

Out Balls Return to Player

JUNIOR MODEL
38 in. by 18 in.
Price $36.50 each

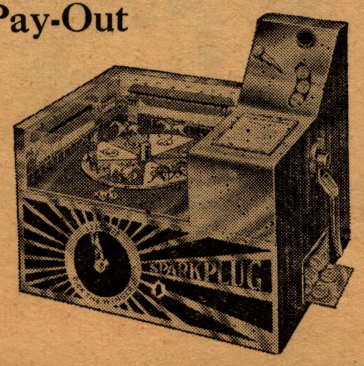
SENIOR MODEL
44 in. by 22 in.
Price $52.50 each

One-third with order, balance C.O.D., f.o.b. Chicago.

SPARK-PLUG

Automatic Mystery Pay-Out

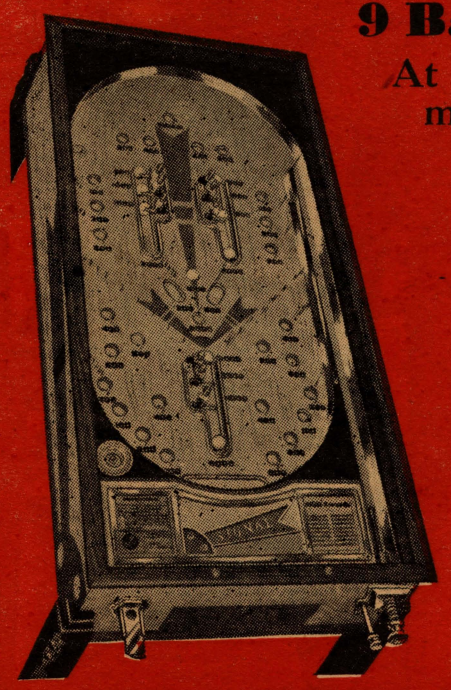
The Real McCoy of Horse Race Counter Games! Odds 2 to 1 to 20 to 1, but player never knows what he wins till he scoops up the pay-out and counts 'em out! Just like the Mutuel Board at a Real Track! SPARK-PLUG needs only about 1 sq. ft. counter space, runs 125 races an hour, takes in $50 to $100 a day! **Positively Cheat-Proof, Simple, Bugless, non-electric mechanism. Beautiful Flash.**



WRITE FOR LOW PRICE

SIGNAL

Sensational New Hit by HARRY WILLIAMS
Inventor of CONTACT
Now Manufactured by BALLY



9 Balls Advance

At One Time—Automatically Bell Rings Signals Flash!
Real Skill Appeal!

46 in. by 22 in.

PRICE

$59.50

One-third with order, balance C.O.D., f.o.b. Chicago.

Wire Your Order Today

BALLY MANUFACTURING CO. 4619 RAVENSWOOD AVE. CHICAGO, ILL.

SOCIAL WHIRL

A Revolving Games Table Where 1 or 4 Can Play—Sitting Down

Los Angeles
Operators Notice

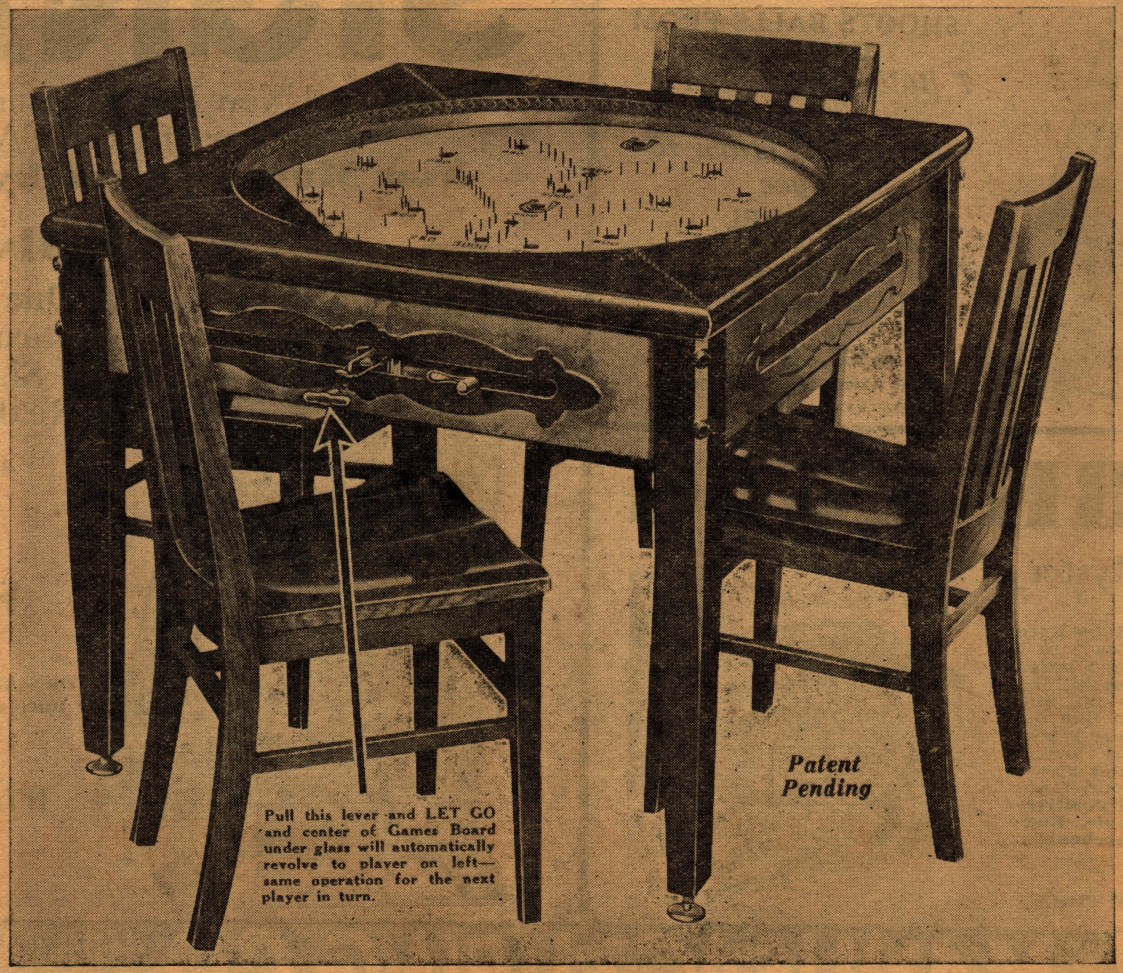
We will guarantee you the choicest locations in town. Hundreds waiting for the table.

✦

Social Whirl Has No Competition

✦

This Table gets four times the money of any other Games Table on Earth! And Sells Plenty of Drinks!


Pull this lever and LET GO and center of Games Board under glass will automatically revolve to player on left—same operation for the next player in turn.
Patent Pending

A Marvelous Advance Contact Game

De Ta Corporation

3337 Sunset Blvd., Los Angeles, Calif.
Phone MO. 12277

Merchants Are Wild About It!

Get the money TWO ways: PLAY and DRINKS.

How It Works

This is a revolving games table where four players can be entertained at the same time—likewise one player can enjoy the game alone. With two, three or four players seated at the table all that is necessary to do when the first player has finished is to pull the "T" shaped lever. Inside of games table under glass revolves to next player on left. The coin slot, trip and shooter also revolve to next player from this operation. So simple a child can operate it. Nothing to wear out. No complicated delicate working parts. Fool proof. Bug proof.

Here's an opportunity for live wire representatives throughout the United States.

TO THE TRADE

Announcing Change of NAME

D. GOTTLIEB & CO. *Los Angeles Branch now assumes the name under which it has been registered in the State of California and will hereafter be known as:*

SOL GOTTLIEB COMPANY

Assuring Operators even better personal service and attention. We expect as in the past never to operate a single game either direct or indirect. Our Customers appreciate the fact that we don't compete with them and we do not intend to misplace their confidence.

COMING

Merry-Go-Round

ON DISPLAY SATURDAY, SEPT. 15th

WE RECOMMEND

PUSH OVER
18"x40"
Price **$34.50**

MAJOR LEAGUE
24"x44"
Price **$66.00**

GOLDEN GATE
24"x44"
Price **$56.00**

Quantity Prices on Request

Only the New Machines with Proven Merit and Good Trade-in Value Are Carried in Our Stock. We Offer:

Signal $59.50 **Big Bertha Sr. $52.50** **Champion $85.00** **Fleet Jr. $36.50**

Locally Built Machines Rated High and Recommended for Territories Where Something New and Original Is Demanded.

Gateway (48") $52.50 **Majik Keys (44") $49.75** **Kicker (60") $65.00**

USED RECONDITIONED MACHINES

SUBJECT TO PRIOR SALE

4 Sr. Contacts, light bd., ea.	$35.00
2 Sr. Contacts, dark bd., ea.	$30.00
6 Jr. Contacts, light bd., ea.	$35.00
2 Jr. Contacts, dark bd., ea.	$27.50
3 Rockets, 3000 serial and over, ea.	$32.50
6 World's Series, grey cab., each	$12.40
4 Jig Saws, ea.	$ 7.50
6 Airways, ea.	$ 7.50
8 Jr. Relays, ea.	$15.00
2 Sr. Relays, ea.	$32.50
2 Sr. Broadcasts, ea.	$10.00
4 Jr. Registers, ea.	$27.50
6 Sr. Registers, ea.	$37.50

New Counter Games

21 Venders
Chicago Club House
New Deal
Spark Plug
Hold and Draw
Rock-Ola

4 Jumbo Skillocks, ea. (By Calif. Games Co.)	$22.50
1 Floor Sample Streamline	$22.50
1 Floor Sample Step Up	$22.50
1 Floor Sample Mills Professional	$27.50
2 Marble Parades, ea.	$32.50

MISCELLANELOUS

Whizz Bangs, ea.	$3.00
Five Star Finals, ea.	$4.00
Majestics, ea.	$3.00
Jockey Clubs, ea.	$5.00
Scoreboards, ea.	$7.50
Brokers Tips, ea.	$7.50
Broadcasts, ea.	$5.00
Speedways, ea.	$5.00
Stand. Counter, ea.	$3.00
Cloverleafs, ea.	$7.50
Sharp Shooters, ea.	$3.00

NEW AND USED SLOT MACHINES — WATLING — MILLS — JENNINGS

All Types at Prices That Will Interest You. Will Allow You Top Price on Slots on Purchase of Pin Games

SOL GOTTLIEB COMPANY

Reference:
Any Operator in
Los Angeles

Distributors of D. GOTTLIEB & CO. PRODUCTS
1347 WEST WASHINGTON BOULEVARD
Los Angeles

Jobbers Exclusively—
Catering to Operators
Exclusively

Long Distance Phone: PRospect 6957

Local Phones: PRospect 3351, 3352

Removal Sale!!

We Are Moving to Larger Quarters

NEW LOCATION 2922 W. PICO ST.

DON'T MISS OUT ON THESE BARGAINS

New Machines In Original Cartons

6 Crusaders, $22.50 50 Pennants $10
5 Rockets $45.00 34 Fatimas $5.00
2 Skippers $3.50 2 Tickers $3.50

1 Airway $15.00
7 Monarchs $10.00
4 Ramblers $3.50
6 Pontiacs $12.50

Fleet—Golden Gate—Big Bertha—Contact—Spark Plug
Major League — Signal — Maiik Keys

WRITE FOR PRICES

WRITE FOR PRICES

WRITE FOR OUR NEW CATALOGUE

Used Machines at Unheard of Prices

12 Crusaders $15.00 7 Metropolitans $15.00
3 Broadcast Sr. $8.00 10 World's Series $11.00
15 Forward Pass Jr. DeLuxe $25 12 Forward Srs. $25.00
12 Contact Srs. $30.00 4 Contact Jr. $35.00
15 Marble Parades $32.50 2 Super Six Srs. $30.00
4 Rockets $30.00 1 Register $35.00 2 Sportsman $75.00

Wanted Mills Silents, All Types

We Will Trade Your Silents for Latest Marble Games
or Buy for Cash. Write Stating Type and Serial Numbers

Irving Bromberg Co.

2922 W. Pico St. TR-9975 Los Angeles, Calif.

The

BUCKLEY DIGGER PURITANS and PILGRIMS

IN A CLASS BY ITSELF

Always Have Been Great Fellows for Making Money

Fruit or Horoscope Reels

With or Without Jackpot Attachment

Interchangeable Reward Cards Furnished With Each Machine
Fortune, Points, Cigarettes, Beer, Penny, Nickel, Dime or Universal Slots

OPTIONAL DOUBLE BACK DOOR AND REGISTER. A NEW AND SUCCESSFUL METHOD OF OPERATING.

NON-SHAKEABLE REELS
GUM VENDERS FUNCTION ONE HUNDRED PERCENT

Operators' Prices
FOR SEPTEMBER ONLY

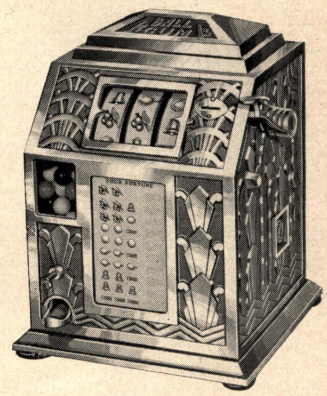
PURITAN BELL
Plain **$8.25** Jackpot **$10.45**

PURITAN VENDOR
Plain **$10.00** Jackpot **$11.50**

PILGRIM VENDOR
Plain **$13.75**
Jack Pot **$15.25**
Double Door and Register—$1.50 Extra

OPERATORS' BALL GUM
$12.50 Per Case Freight Prepaid

Puritan Bell Jack Pot



Puritan Vendor

Pilgrim Vendor

BABY SHOES

The Ever-Popular Dice Game

ONE OR FIVE CENT PLAY
With or Without Register

Each machine equipped with 2 sets of dice and interchangeable reward cards: points, beer, or cigarettes.

A MONEY-MAKER FROM THE START
Special price for September only—
Plain..... $9.90
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LIFETIME GUARANTEE AGAINST DEFECTIVE MECHANICAL PARTS

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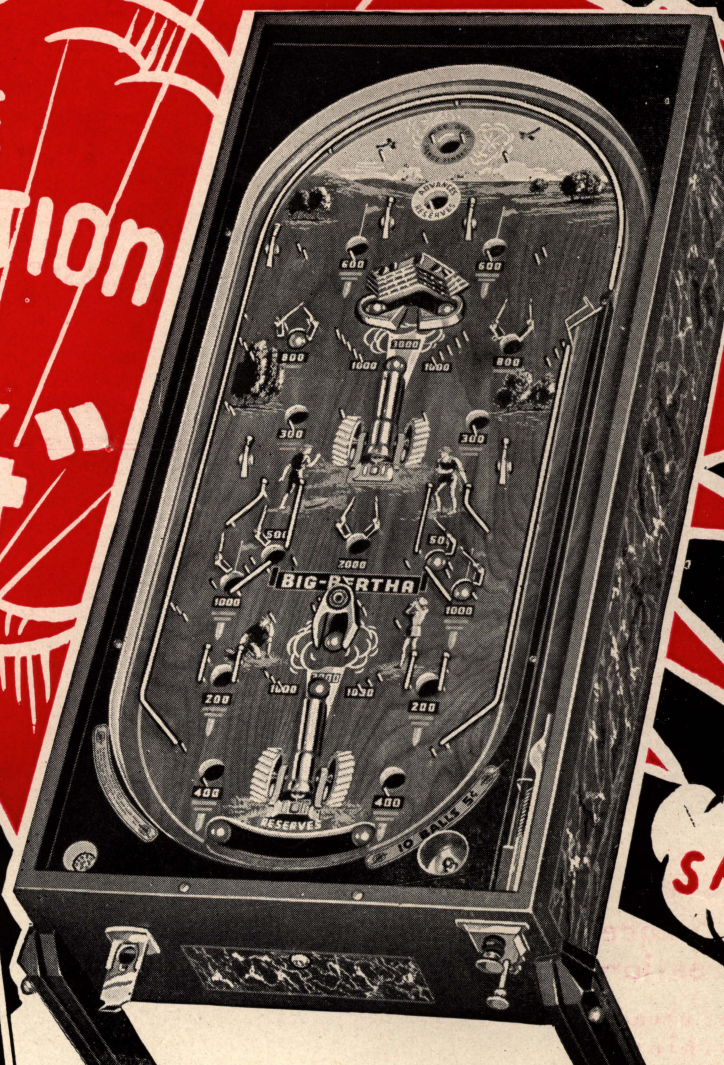
BIG BERTHA

THE SENSATION OF "34"



ACTION

SKILL

BIG BERTHA "Junior"

SIZE: 41" Long; 19" Wide

"America's Most Beautiful Pin Game"

BIG BERTHA is acclaimed all over the country the "SENSATION of '34." The new, smooth, skill-play action, plus the superbeauty of the game itself, attracts and HOLDS the players hour after hour. The realistic, shooting cannons where skill players can accumulate the balls for high scores appeal to every location. The "Range Finder" hole with ringing bell action presents a new style of marksmanship to pin game players. The "Reserve" hole that makes "free plays" of all "out" balls borders on the miraculous because of its precision gauged, skill-thrill action. The new style cannon rebound springs act as hazards and force the ball to struggle teasingly down field.

BIG BERTHA IS A WINNER!!

BIG BERTHA "Junior" has a two-toned, natural redwood cabinet. Solid, new style, reinforced, 2-tone modernistic striped legs. The "Zephyr" Lift and Plunger Combination has a new style measuring gauge. Two beautiful, highly polished metal cannons. New rifle trap holes, balls remain on the board, rifles cross each other and close the hole to further balls. Bell rings when ball enters "Range Finder" or "Reserve" holes. LAST COIN VISIBLE. 4-Way Tilter. Perfect Steel balls for speedy play.

ORDER FROM YOUR JOBBER TODAY!

BIG BERTHA "Senior"

SIZE: 46" Long; 22" Wide.

"America's Overnight Sensational Big Game"

There's no better way to judge any game than what it can earn ON LOCATION. BIG BERTHA has doubled and, in many cases, trebled the play of any other machine on the same location, bringing in

BIGGER PROFITS CONSISTENTLY

week after week. As the weeks go by, the play gets greater, because—BIG BERTHA HAS THE MOST FASCINATING SUSPENSE ACTION OF ANY PIN GAME EVER BUILT. Never two scores alike. Never is any player certain he has mastered the game and it has become easy for him. BIG BERTHA IS DIFFERENT! It grips and HOLDS attention in a NEW WAY that is bringing the BIGGEST, STEADIEST PROFITS to operators everywhere. BIG BERTHA is America's SUPER pin game. BIG BERTHA "Senior" has a new idea grey toned, marbleized cabinet that fits perfectly in the most exclusive de luxe locations. Large size glass marbles. Double score marble. Smooth, speedy, skillful action. Large, handy money box. BIG BERTHA "Senior" is the perfect size for de luxe locations EVERYWHERE.

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GOLDEN-GATE

EXHIBIT'S GREAT TRIUMPH

. . An Advance Creation

years ahead of anything in PIN GAMES

$$$$$$$

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Conforming to EXHIBIT'S strict policy . . . to make EXHIBIT games far more profitable to all operators . . . like all other EXHIBIT Products, "GOLDEN-GATE" has been thoroughly tried . . . positively tested and proven to be a GREAT MONEY MAKER on actual locations before placed on the market.

"GOLDEN-GATE" was instantly accepted by players . . . and unanimously acclaimed the most marvelous . . . the most thrilling pin game ever seen or played.

You too, Mr. Operator, will admit so . . . players on your locations will prove it.

"GOLDEN-GATE" is dedicated to the players' demand "MORE GAME for the Money" and FAR MORE MONEY for OPERATORS.

It has been designed to be the most attractive pin game ever seen. Players and Operators will marvel at the mirror-smooth, spacious playing field . . . finished in a beautiful rolling green . . . red guiding lanes to gauge shots . . . to the gangway . . . and silver field . . . trimmed with sparkling chromium-plated rails and fittings. Cabinet finished in two-toned walnut. All in all . . . if "GOLDEN-GATE" could not supersede anything else . . . to meet the players' demand . . . and make more money for operators . . . EXHIBIT would not produce it.

The Talk of America

DOUBLE ACTION . . . TRIPLE ACTION and THRILLS . . . in a flash of a second . . . such as never dreamed possible . . . are some of the great surprises and new features of "GOLDEN-GATE."

Down . . and uphill shooting balls . . . to the left . . . to the right . . . new advanced scores expected with every shot of a ball. Not a discouraging or dull moment when playing "GOLDEN-GATE" . . . fascinating to the last ball.

It incorporates the famous EXHIBIT ORIGINAL "OUT" Ball Return Hole . . . a great EXHIBIT contribution to operators . . . that has won back pin game players everywhere.

Built in two popular sizes . . . 19x38 in. and 21x44 in. Last coin played is always visible at a glance of the eye.

Provided with specially selected smooth rolling balls.

Has ANTI-TILT proof indication to avoid cheating.

Simple trouble - proof mechanism that saves time and attention.

EXHIBIT'S FAMOUS COUNTER GAMES

WITH NEW CABINETS AND New Designed PLAYING FIELD

BOOSTER

The popularity and demand for this famous EXHIBIT counter game has never ceased since its introduction. All operators say,—it's the peppiest of all dice games and a fast money maker.

Three machines in one—is the BIG feature that made the BOOSTER—a big hit—and big producer for operators. Can be had with 3 different sets of dice—the "ADEM-UP"—"SALES STIMULATORS"—and the world renowned famous "BELL and FRUIT" characters — provided with corresponding reward cards.

14" long; 10" wide; 4" deep.

"Select 'Em"

It's just that kind of a Dice Game players want—and nothing else—a dice game that lets 'em play their own lucky number to win.

Talk about—"fascination"—"action" — "attraction" and "playing power" — "money maker"—here you've got it all combined in "SELECT-EM."

Every player has a "hunch" on a certain dice number—that he likes to play—particularly in that ever popular dice shaking 26 game—and remember those—"big and little dicks"—and Joes when rolling the bones in a crap game. NOW—he gets the same thrill—playing "SELECT-EM."

14" long; 9½" wide; 5¼" deep.

Manufactured by* EXHIBIT SUPPLY CO., *4222-30 W. Lake St., Chicago.

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